



教你写 职场 E-mail 英语

Everything You Need to Know about Business E-mails

赖世雄 著

还在为如何撰写商务电子邮件伤透脑筋吗？

本书网罗重要职场商务情境，从单词到用法、句与句的衔接到整篇文章，一步步让读者掌握商务写作思维，再也不必害怕写信给外国客户了！

- 50 类** 常见商务情境
- 100 则** 商务信函常见错误与混淆字比较
- 110 篇** 情境商务 E-mail 范文
- 116 个** 商务信函相关单词用法透析
- 150 条** 商务信函写作小帮手
- 200 个** 商务信函句型总整理



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序

国际贸易往来日益频繁，加上电脑使用越加普及，这两项因素使得电子邮件在职场上的重要性与日俱增。如何使用正确的用词来撰写英文电子邮件，以有效地进行员工之间或对客户的沟通，成了现在所有在职人士必备的技能。

本书依据中国人在职场上的需求，以深入浅出的写作方式来编撰。全书共 20 章 50 个单元，每章节都是职场人士必备主题：“简介”、“会议”、“商务旅行计划”、“建议”、“邀约”、“询问产品及报价”、“下单”、“付款”、“投诉”、“查核进度”、“提案”、“报告”、“社交场合”、“应聘工作”、“协调”、“编列预算”、“销售信函”、“营销”、“要求澄清”、“技术”。

本书主要结构：

1 “如何下笔”及“写作小帮手”：

让读者了解该类主题文章之基本架构及写作技巧。

2 “本篇商务写作句型整理”：

归纳该类主题常用的结构及句子。

3 “商务电子邮件范文”：

各大主题商务情境范文。

4 “重要单词短语”：

针对文章中重要单词短语完全解析，不留任何疑惑。

5 “句型分析”：

点出复杂句型，让读者完全了解内容所云。

6 “常见错误”：

提点中国人常犯的英语错误，让英文更地道。

7 “字词透析”：

比较常混淆的单词用法，让自己的电子邮件准确无误。

8 “商务写作句型中译英练习”：

让读者阅读完该章节后，立刻测验自己了解了多少。

本书去芜存菁，摒除内容艰涩或过时的商务书信，转用简单清楚且正确的用词来撰写电子邮件，让读者轻松理清英文语法、用字遣词、句子结构等写作重要因素。本书附赠光盘内附 40 篇范文以供读者参考。精读本书必能学会商务电子邮件的写作结构，并熟悉常用职场单词及用语，必在职场上留下让人难以抹灭的好印象。



杨红非



reface

Most non-native English speakers say they prefer writing an e-mail in English to a customer or colleague over speaking face-to-face with him or her. This is understandable: a writer has more time to think of exactly what to express and precisely how to phrase comments and questions than a speaker does. Yet, writing e-mails well – especially business correspondence – can be quite challenging. In order to write effectively and impressively, it's crucial to know key phrases and avoid common errors. That is the purpose of this book – to help give you the tools you need to confidently compose good, error-free e-mails.

Design of the Book

This publication features a total of 50 units divided into 20 chapters based on particular functions or themes common to the business world. For example, Chapter 1 focuses on introductions, and has a unit on introducing yourself, another unit on introducing your company, and a third based on introducing a new product. Chapter 14, to take another example, provides a unit dealing with writing a cover letter that you would send with your resume, and it also contains another unit with phrases to include in a follow-up e-mail or letter after a job interview. Among the 20 chapters, topics include arranging meetings, placing orders for products, writing reports, discussing proposals, responding to complaints, negotiating, discussing financial matters, and writing about marketing-related issues, as well as many others.

The units begin with 10 useful phrases related to the theme of the chapter, along with sample sentences that use them in context. These are followed by sample e-mails (sometimes a single sample, other times two shorter ones per unit), to enhance your understanding of how to use the vocabulary. In addition, every unit contains useful instruction on common mistakes to avoid. By seeing these errors pointed out, you will be much less likely to commit them in your own writing. Finally, the units end with a section called Insight, which helps to explain the precise meaning of key words. Insight also helps you to differentiate the meanings between similar words, as well as provides you with knowledge about English idiomatic language.

In addition to offering readers a valuable learning experience, this book can be used as a handy reference, somewhat like a dictionary or thesaurus would be used. That is, when you are searching for how to express yourself in writing (and, in many cases, speaking as well), you can look at the table of contents and find the situations and functions that suit your needs. Not only can you save time by doing this (rather than waste valuable work time thinking of phrases to use), you can compose your e-mails effectively and confidently by using this book as a guide.



15 种改进电子邮件写作的方式

1 Make Your Reader the First Priority 把读者放在首位

Be organized and to the point. Stay focused in your writing and write briefly so you don't waste the reader's time.

要有组织且简短扼要。专注于写作并写得简洁有力，这样才不会浪费读者的时间。

2 Write a Good Subject Line 撰写好标题

Good subject lines are relevant, meaningful and let the recipient know quickly what the e-mail is about. Since people get so many e-mails on a daily basis, they often scan the subject line before they decide whether or not to open them or to simply junk them. Make sure yours doesn't get trashed for lack of a good subject line.

好的标题会切题，富有意义，并可让收件人迅速了解该封电子邮件的内容。由于大家每天都会收到非常多的电子邮件，他们通常会快速扫描标题，然后才决定是否要打开该信件或只是将它删除。务必要确定你的电子邮件不会因为缺少好的标题而被对方删除。

3 Use a Standard Greeting 使用标准问候语

Some people consider it a bit rude to ignore the salutation, even in an informal e-mail. Use "Dear," "Hello" or even "Hi" (informal) as a salutation and then the person's name.

有些人认为即便是一封非正式的电子邮件，忽略称呼语仍会显得有些无礼。使用“亲爱的”、“哈喽”、或甚至是“嗨”（非正式）作为称呼语，然后接着才是该收件人的名字。

4 Specify Who You Are and Why You Are Writing 表明身份及来情理由

This is especially true if you are writing to the person for the first time. Don't make the reader guess who the e-mail is from and your purpose in writing him or her. Confusion is uncomfortable.

如果你是第一次写信给那个人，情况尤其如此。别让那位读者猜测寄信人是谁及其目的为何。因为困惑会让人感到不舒服。

5 Don't Make People Try to Read Your Mind 不要让人去猜测你的想法

If you are vague and imprecise, the results you receive will very likely be less than satisfactory. You can save time and aggravation (on both your part and the other's part) by being clear. The results will definitely be better if people don't have to guess what you want or mean.

若你用词含糊不精确，所收到的结果就很可能不会尽如人意。表达清楚可以省下时间并避免相互激怒（双方都是如此）。假如人们不必猜测你想要什么或你所指为何，结果一定会更好。

6 Avoid Long, Rambling Messages 避免冗长含糊的讯息

Your goal is to be concise, not impress people with your ability to string together ideas. In short, short is good, and long (usually) is bad. If you have many points that are not closely linked, think about splitting them up into different e-mails and sending them separately. Using bullet points also helps if a message is long.

你的目标是简洁，而不是将众多想法串在一起让人钦佩。总之，简短为上策，冗长（通常）为下策。如果你有很多彼此并非紧密相连的要点，就要考虑将其分成不同的电子邮件分别寄出。假如讯息很长，使用要点符号同样会有帮助。

7 Choose Between Formal and Casual 在正式与非正式间做选择

Make sure the vocabulary you choose is appropriate to the situation. Use titles (Mr., Ms., Dr., etc.) in formal correspondence. Avoid slang and emoticons (such as "smilies") unless the e-mails are informal messages between coworkers or friends. In addition, the type of abbreviated vocabulary – e.g. "c u" (see you), "Gr8" (great) – shouldn't be included in formal writing.

务必确保你所选用的词汇适合该情境。在正式书信使用（先生、女士、博士等）的称谓。除非是同事或朋友之间的电子邮件，否则就要避免使用俚语或表情符号（如“笑脸符号”）。此外，缩写词汇如“c u”（音似 see you 表“再见”），“Gr8”（音似 great 表“太棒了”）不应出现在正式的写作中。

8 Copy and Paste If You Can 尽量使用复制粘贴

If the information you want to send is not too long, consider copying it and then pasting it into your e-mail rather than attaching a document as an attachment. Attachments need to be opened in separate files; such as Word or Adobe Acrobat, and can be a bit time-consuming for the recipient to access. As well, attachments may be worrying for recipients if they don't know the sender very well. In fact, some businesses refuse to accept attachments for fear of being infected by a virus.

如果你要发送的资讯不长，便可考虑将其复制，然后贴在电子邮件内，而不是附上附件。附件需要分别用 Word 或 Adobe Acrobat 才能开启，这可能会让收件人在取得资料时花上一些时间。同样地，如果收件人对寄件人不熟的话，附件也许会让他担心。事实上，一些企业因为害怕感染电脑病毒，所以拒绝接受附件。

9 Take the Time to Proofread 要花时间进行校对

Proofreading your e-mail before hitting the send button can save you from making many careless and embarrassing mistakes, such as spelling the person's name incorrectly. It's good to get into the habit of re-reading your e-mails at least once before sending them. Correspondence that is riddled with typos and wrong information creates the impression you are sloppy and perhaps even lazy.

按下发送键之前先校对你的电子邮件，这能让你免去许多粗心及令人难堪的错误，像拼错名字这样的事。养成在寄出电子邮件前至少再重读一遍的习惯是件好事。充满拼字错误和错误资讯的信件会让人对你产生草率甚至也许是懒惰的印象。

10 Watch What You Write 小心你所写的内容

E-mailing may not be as private as you think. If you are at work, the boss might be secretly looking at the e-mails you are sending and receiving. Even if you are e-mailing at home, a hacker might have found a way to hack into your system and take a peek.

发送电子邮件可能不如你所想的那么隐密。如果你正在工作，老板可能会偷看你收发的电子邮件。即使你在家中发送电子邮件，电脑黑客也可能会有办法侵入你的系统偷看信件内容。

11 Respect People's Privacy 尊重他人隐私

When sending out a mass e-mail, it's often a good idea to use the BCC (Blind Carbon Copy) function so that others can't see all of the e-mail addresses of the people you sent the e-mail to. For one thing, using the BCC suggests that you are writing an e-mail to just one recipient, rather than firing off the same piece of correspondence to many people, therefore making it less impersonal. For another, some people may not want strangers to know their private e-mail address.

寄发大量电子邮件时，使用 BCC（密件副本）功能通常会是个好主意，如此一来可以让其他人看不到其他收件人的地址。一方面，使用密件副本功能暗示你只是要写给一位收件人，而不是把同样的信件寄给许多人，这样一来可以让这封电子邮件看起来不会那么没人情味。另一方面，有些人也许不想让陌生人知道他们的私人电子邮件地址。

12 Be Careful with Those Buttons 小心那些按键

Don't make the mistake of hitting the "Reply All" button if you only want one person to receive your e-mail. This is especially true if you are criticizing someone who happens to be on that "Reply All" list.

如果你只想要一个人收到你的电子邮件，不要犯下按到“回复全部”按钮的错误。如果你在批评的那个人碰巧刚好在那份“回复全部”的名单上时，这个情况尤其如此。

13 Don't Forget to Reply Without Delay 别忘了要迅速回复

Responding promptly sends a message of professionalism, while late replies (or none at all) create the impression you don't care about the recipient. Think how it feels to have an e-mail ignored or to receive an e-mail reply much later than you sent your original message.

迅速回复代表专业，而延迟回复（或完全不回复）会给予对方你不在乎的印象。设想假如你的电子邮件被忽略，或是你原先的讯息过了很久才收到回复，你会有什么感觉？

14 Don't Write Anything You Will Regret Later 不要写下任何会让你后悔的文字

Read over your e-mail before you send it, not just for typos but to see if you really mean what you've written. It's usually a bad idea to fire off an angry e-mail while you're still boiling mad. After re-reading your e-mail, you might decide it's better to reword it or, in some cases, cancel it.

在寄出你的电子邮件之前要把它看一遍，这不只是为了要检查是否有拼写错误而已，同时也是要看你所写的是否真的就是你所要表达的。当你仍非常愤怒时，发出一封愤怒的电子邮件通常不是个好主意。重新读过你的电子邮件后，你也许会决定最好还是改写，或在某些情况下，决定将其删除而不发送出去。

15 Manners Matter 态度很重要

Remember that the people whom you send e-mails to may have a different perception of your messages than you do. They may see what you believe to be a simple request as a demanding order, for example. Also, they may see your joke as biting criticism directed at them. The problem is that writing lacks all of the non-verbal clues that exist in face-to-face communication. For that reason, it's important to make sure you carefully and politely phrase your words. Here's another tip: DON'T USE ALL CAPITAL LETTERS (it looks like you are screaming!).

请记住，你寄发电子邮件的收件人对于你的讯息可能会有不同的看法。举例来说，对你来说简单的请求，他们可能视之为艰巨的要求。此外，他们可能视你的笑话为针对他们所做的刺骨批评。问题就在于写作时缺乏一切面对面沟通时才有的非语言线索。因为如此，确保你仔细且礼貌地用词是很重要的。这里有另外一个诀窍：不要全用大写字母（那看起来很像你在尖叫！）。

电子邮件格式及用语简介

1 Openings and Closings 开头与结尾

The standard way to begin a formal e-mail is by using "Dear (person's name)". However, in informal e-mails, it is also common to use "Hello (person's name)" or even "Hi (person's name)". As for the punctuation after the salutation, it varies depending on which country you are from. For example, for formal business letters, Americans and Canadians use a colon: e.g., Dear John:

(In informal e-mails, North Americans sometimes use a comma: e.g., Dear John,) In contrast, the British do not use any punctuation after the salutation: e.g., Dear John

开始撰写一份正式电子邮件的标准方式是使用“Dear 某人的名字”。然而，在非正式的电子邮件中，使用“Hello 某人的名字”或“Hi 某人的名字”也是很常见的。至于称呼语之后的标点符号，这就会取决于你来自哪个国家而有所差别。举例来说，美国人和加拿大人在书写正式商业书信时会使用冒号。例如：Dear John:

(在非正式的电子邮件中，美国人有时会使用逗号。例如：Dear John,) 相对地，英国人在称呼语之后不会使用任何标点符号。例如：Dear John

正式电子邮件称呼语	非正式电子邮件称呼语
Dear John: (美、加人士使用)	Dear John, (北美人士使用)
Dear John (英国人使用)	Dear John (英国人使用)

If you are using a formal title, such as Mr., Ms. or Dr., it must be followed by a person's last name or full name, but never simply by just his or her first name. That is, Mrs. Bolton, Ms. Bolton, Dr. Bolton and Ms. Dorothy Bolton are all correct, but Ms. Dorothy is not. Some people use only a person's first name when writing (e.g., John:). Using just a person's first name provides a sense of seriousness. However, never use just the person's last name.

如果你要使用正式的称谓，诸如 Mr.、Mrs.、Dr.，之后必须接某人的姓氏或全名，但就是不可以接他们的名字。也就是说，Mrs. Bolton、Ms. Bolton、Ms. Dorothy Bolton 都是正确的，但 Ms. Dorothy 就是错的。有些人写信时只会写出收信人的名字。只写收信人的名字给人一种严肃的感觉。然而，绝不要只写收信人的姓氏。

称谓的正确用法	称谓的不正确用法
Mrs. / Ms. / Dr. Bolton 或 Mrs. / Ms. / Dr. Dorothy Bolton	Mr. / Ms. / Dr. Dorothy
Dorothy	Bolton

Once you've correctly typed the salutation, you're ready to begin writing the content of the e-mail. One very common method of beginning correspondence is to state the reason you are writing. Some common phrases for doing this are as follows:

一旦你已正确键入了称呼语，你就准备开始撰写该封电子邮件的内容了。书信开头的一种很普遍的方式就是陈述你写信的原因。下面列出了一些这类常见用语：

The reason I'm writing (to you) is to... 我来信旨在……

- The reason I'm writing is to inquire about the price of a product.
我来信旨在询问某产品的价格。

My purpose in writing (to you) is to... 我写信给你的目的是要……

- My purpose in writing to you is to let you know about the upcoming meeting.
我写信给你的目的是要让你知道那场即将举办的会议。

Another common way to begin an e-mail is to mention a specific item or previous event that the person you are writing to is familiar with. For example:

另一种电子邮件开头的方式则是提及某特定事项，或是你的信件收信人所熟悉的先前事件。

I'm writing with reference to / in regard to / with regard to...

我来信是关于……

- I'm writing in regard to our telephone conversation yesterday.
我来信是关于我们昨天电话中的对话。

I'm writing regarding / concerning...

我来信是关于……

- I'm writing regarding the sales report you sent me recently.
我来信是关于你最近寄给我的销售报告。

If you are responding to an e-mail that was sent to you, you can begin by expressing a sense of appreciation and warmth.

如果你在回复一封寄给你的电子邮件，你可以先表达一种感激和温暖的感觉。

Thank you (very much) for... 非常感激你……

- Thank you for the e-mail that you sent me yesterday.
感谢你昨天寄给我的电子邮件。

It was good / great to get your e-mail... 能收到你寄来的电子邮件真好……

- It was great to get your e-mail, Brenda.
布兰达，收到你的电子邮件真好。

Regarding closings, the most common are Sincerely, Yours truly, Best regards, and Regards. Other less used endings include Yours faithfully and Warm(est) / Kind regards, while Cheers is frequently used for very informal messages.

关于结尾辞，最常见的就是 Sincerely (敬上)、Yours truly (敬上)、Best regards (诚挚的祝福)、Regards (祝安好)。其他较少用到的结尾辞包括了 Yours faithfully (敬上)、Warm(est) / Kind regards (祝安好)，而在极非正式的信件中最后常会用到 Cheers (再见)。

Before using these endings, however, it's also convenient to wrap up the content of your letter by using one of the following expressions:

然而，在使用这些结尾辞之前，使用下列这些用语来总结信件内容也是很方便的：

I look forward to... 我期待……

- I look forward to discussing this matter in person with you soon.
我期待很快能与你亲自讨论此事。

If you have any questions, please don't hesitate to...

如果你还有什么问题，请不要犹豫……

- If you have any questions, please don't hesitate to call me.
假如你还有什么疑问，请不要犹豫打电话给我。

Please let me know if... 请告诉我是否……

- Please let me know if you require any more details.
请告诉我你是否需要更多细节。

That's all for now... 大概就是这样了……

- Anyway, that's all for now. Take care.
无论怎样，大概就是这样了。保重。

Key Expressions Commonly Used in the Body of E-mails

常用于电子邮件正文中的关键用语

Your choice of which phrases to use in the body of your e-mail depends largely on your purpose for writing. This book contains 50 units designed to cover the majority of scenarios most people face in the business world. Below you will also find some more general expressions that are useful in everyday situations.

在你电子邮件正文当中用语的选择大部分取决于写作的目的。本书包含 50 个单元，设计已涵盖大多数人在商场上会遇到场景的一大部分。以下是一些你会更常见的一般用语，这些用语在日常情况中非常管用。

Giving Good and Bad News 告知好消息和坏消息

I am pleased to inform you (that)...

我很高兴要通知你……

- I am pleased to inform you we have accepted your proposal.
我很高兴要通知你，我们接受了你的提案。

You will be pleased to know (that)...

你会很高兴得知……

- You will be pleased to know that the shipment has been sent.
你会很高兴得知货物已经寄出。

We regret to inform you (that)...

我们很遗憾要通知你……

- We regret to inform you that we have decided to choose another supplier.
我们很遗憾要通知你，我们决定选择另一家供应商。

I'm sorry to tell you that...

我很抱歉要告诉你……

- I'm sorry to tell you that your offer is unacceptable.
我很抱歉要告诉你，你的报价我们无法接受。

Making Requests 提出请求

I was wondering if... 我在想是否……

- I was wondering if you could assist me in writing the report.
我在想你是否能帮助我撰写这份报告。

Is it possible to...? ……可能吗?

- Is it possible to have the goods delivered by Friday?
这批货是否可能在星期五以前送达?

I would be grateful if... 如果……我会很感激。

- I would be grateful if you could send me a copy of your catalog.
如果你能寄一份目录给我的话，我将不胜感激。

Offering Help 提供协助

Would you like me / us to...? 你要我 / 我们去……吗？

- Would you like me to help you with this project?
你要我帮你一起做这个项目吗？

I / We can (do sth) if you like. 如果你愿意的话我 / 我们可以（做某事）。

- I can pick you up at the airport if you like.
如果你愿意的话，我可以开车去机场接你。

Indicating If You Can Comply or Not 说明是否能遵守指示

Yes, we are able to... 是的，我们能……

- Yes, we are able to meet the deadline.
是的，我们能赶上最后期限。

Unfortunately, we are unable to... 不幸的是，我们不能……

- Unfortunately, we are unable to comply with your request.
不幸的是，我们无法遵照你的要求。

3

Dealing with Attachments 处理附件

When attaching files to your e-mail, it's necessary to make reference to it in the content of your correspondence. Here are some simple phrases you can use to do that.

当你把文件附在电子邮件上时，你有必要在书信内容里提到那个附件。这里有些用语你可以使用。

I have attached (sth) to this e-mail. 我已在这封电子邮件中附上（某物）。

- I have attached a copy of the report to this e-mail.
我已经在此电子邮件中附上一份报告。

Please find (sth) attached. 请查收（所附）某物。

- Please find the expense report attached to this e-mail.
请查收附在这封电子邮件中的开支报告。

Please see the attachment... 请参阅该附件……

- Please see the attachment for more details of the plan.
请参阅附件以了解该计划的更多细节。

4

The Tone of the E-mail: Formal or Informal?

电子邮件的口吻：正式还是非正式？

In the business world, a lot of correspondence—especially to clients—is formal. Formality is largely achieved in several ways, such as using titles (Mr., Mrs., Dr., etc.), using polite language and avoiding the use of too many contractions. How do you achieve politeness in a letter or an e-mail? Compare the following sentences:

在职场上，许多书信往来都是正式的——与客户的通信尤其是如此。正式礼节大多通过一些方式就可做到，诸如使用头衔称呼（Mr., Mrs., Dr. 等等）、使用礼貌用语及避免使用太多的缩写形式。你要如何在信件上或是电子邮件上表现得有礼貌？比较以下的句子：

“不知道你是否可以在这个项目上帮我的忙。”这个句子有两种说法：	• I was wondering if you could help me on this project. (正式)
一般情况下，长度较长且语气委婉的信件视为正式；而句子简短直接的信件则视为非正式。若要表示“不幸的是，我们无法准时交货。”这个句子有两种说法：	• Can you help me on this project? (非正式) • Unfortunately, it appears that we are unable to deliver the shipment on time. (正式) • We can't deliver the shipment on time. (非正式)

Although formality is common in business, there are numerous situations when you want to be informal in e-mails (in some cases, being overly formal can be seen as being unfriendly). When seeking casualness, it's useful to be more direct; however, don't forget to still be polite – you just don't need to be over-polite. One method is to use more contractions. As well, abbreviations, which are discussed in the next section, are another way of gaining informality.

虽然在商场上正式的情况较常见，还是有许多情况下你会想在电子邮件中表达非正式的感觉。（某些情况中，过度正式会被视为不友善。）想要随性时，直接一点会有帮助，然而，别忘了还是要有礼貌——就是不需要太礼貌。一个方法就是多用缩写形式。同样，下一段要讨论的缩略词也能提供非正式的感觉。

Acronyms & Abbreviations 缩略词

AGM – annual general meeting 股东周年大会

- Our AGM is scheduled to take place in March.
我们的股东周年大会预计于 3 月举行。
-

ASAP – as soon as possible 尽快

- I need that report finished ASAP, please.
拜托，我需要这份报告尽早完成。
-

BTW – by the way 顺道一提

- BTW, did you get my invitation to the party?
附带一提，你收到了我那场派对的邀请函吗？
-

B2B – business to business 企业对企业

- The company only does B2B.
这家公司只做企业对企业的生意。
-

B2C – business to customer 企业对顾客

- Our B2C business is increasing.
我们企业对消费者的业务在增加中。
-

cc – carbon copy 副本

- Could you please cc Joanne on this?
请你把这个副本一份给乔安妮好吗？
-

CRM – customer relationship management 客户关系管理

- Ask Jim – he really knows a lot about CRM.
问吉姆看看，他真的对客户关系管理懂很多。
-

DIY – do it yourself 自己动手做

- I went to a DIY store over the weekend.
上周我去了一趟自己动手做的商店。
-

FAQ – frequently asked questions 常见问题

- Check out our FAQ page for more information.
查询我们的“常见问题”那一页以获得更多资讯。
-

FYI – for your information 供你参考

- FYI, Mary is now in charge of that project.
供你参考，玛丽现在正负责这个项目。