

2 Rewrite each extract in either a more formal or a more informal way, as in the examples.

a *With regard to your inquiry.* (formal version)

b *I'm really sorry I had to cancel our meeting.* (informal version)

4 Discuss the questions below with a partner before checking the answers in the cyber tip.

1 How could you begin first contact emails to the following business

people: Ludmila Davidovna Garanina from Moscow, Yuji Amamoto from Tokyo, Lee Kun Hee from Seoul. Compare with the key on page 106.

2 What could you do if you don't know the exact name of the person you want to email, or if you are sending information to an entire team or department?

3 Most first emails are quite formal. How do you decide when you can become less formal?



CYBERTIP

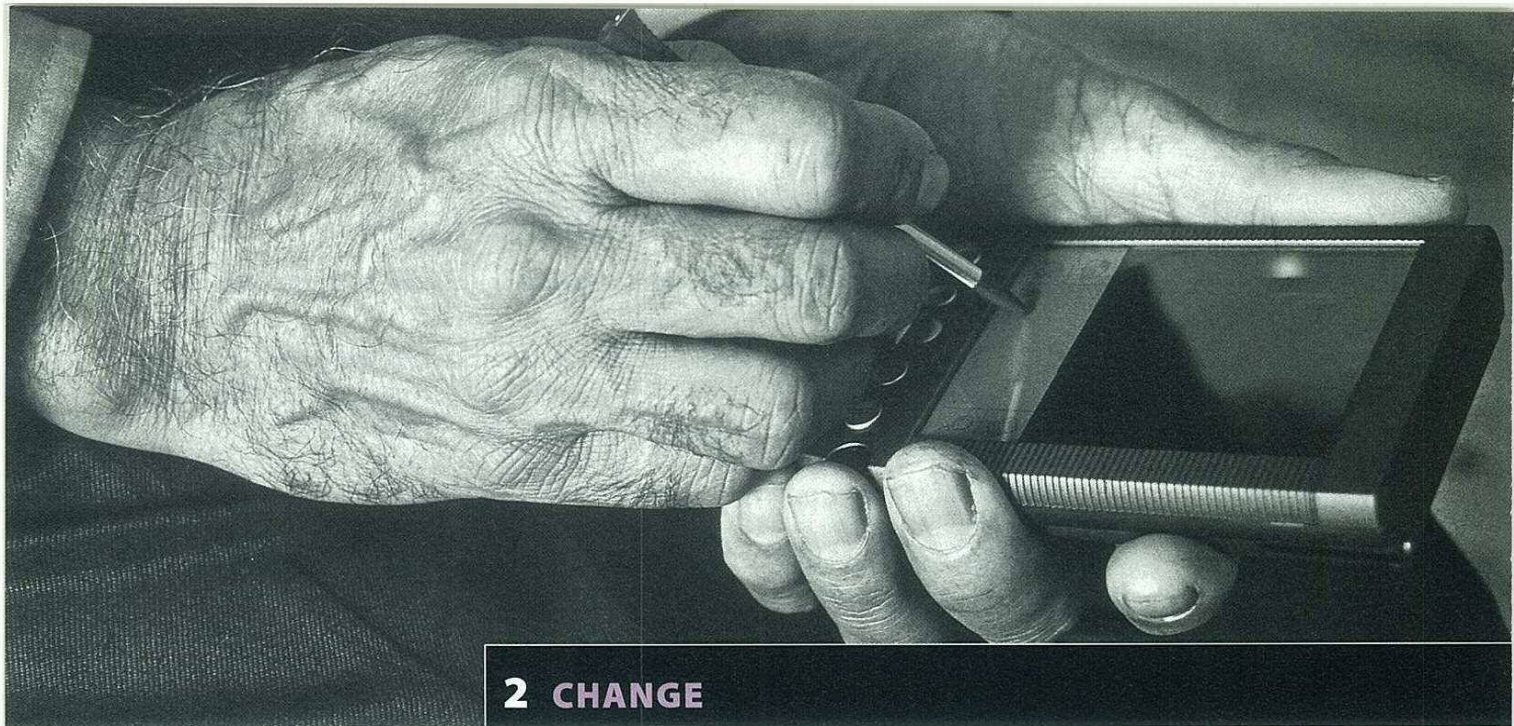
Beginning an email correspondence

- ✦ At the start of your message say:
 - 1 How you found their name (if they don't know you).
 - 2 Who you are (position and company).
 - 3 What you want.
 - 4 Why your correspondent should be interested.
- ✦ Remember that the order first name, surname is not standard throughout the world.
- ✦ If in doubt, use person's full name and avoid *Mr / Mrs / Ms*, e.g. *Dear Andrea Ferrari*.
- ✦ When writing to an entire department or team you can use *Dear All* or *For the attention of the Marketing Team*.
- ✦ When sending a first email only use an informal style with people you already know. When replying, match the formality and style of the sender.
- ✦ Use an automatic signature – which gives your name, title / position / company at the end of each email.

5 Write an email to Hiro Wada in Osaka who has written to your company asking for information about your products and services.

6 Exchange emails with a partner. Try to improve and correct each other's work.

7 Now rewrite your email in an informal style. A friend you met in a chatroom, Maria Adzima, has asked you to describe your company and job.



Palm-top computer
The Photographers Library/Candice Farmer

2 CHANGE

KICK OFF

- ① Look at the picture. What does it tell you about the way technology is changing working life?
- ② How much time, on average, do you spend on the Internet a day at work and at home? Compare with a partner.

WORDS AT WORK

E-commerce

- ① Read quickly through the text about Amazon. Underline three things about Amazon or Jeff Bezos that you didn't know before or that interest you. Compare with a partner.
- ② Read the text again and find the following information.
 - 1 The rate at which Internet use was growing when Bezos decided to set up Amazon.
 - 2 How probable Bezos thought it was that Amazon would succeed.
 - 3 The number of books in the first Amazon catalogue.
 - 4 Two reasons why 'one-click shopping' was successful.
 - 5 The location of the warehouse which serviced Amazon customers in Asia.
 - 6 Two things, apart from the actual books, that the early customers of Amazon could find on the website.
 - 7 The two areas Bezos invested heavily in.
 - 8 The reason why it was particularly essential for Amazon to grow fast and be on a large scale.
 - 9 Two languages, other than English, in which Amazon customers can buy books.
 - 10 Two products, other than books, that Amazon now sells.