**40 Useful Business Acronyms and Abbreviations**

ABC – always be closing  
ASAP - as soon as possible  
B2B – business to business  
B2C – business to consumer  
CAD – computer aided design  
CEO – chief executive officer  
CFO – chief financial officer  
CIO – chief investment officer/chief information officer  
CMO – chief marketing officer  
COO – chief operating officer  
CTO – chief technology officer  
DOE – depending on experiment  
EBITDA – earning before interests, taxes, depreciation and amortization  
EOD - end of day/end of discussion  
ERP - enterprise resource planning (business management software that a company can use to store and manage data from every stage of business)  
ESOP – employee stock ownership plan  
ETA – estimated time of arrival  
FYI - for your information  
HTML – hypertext mark-up language  
IPO – initial public offering  
ISP – internet service provider  
KPI – key performance indicators  
LLC – limited liability company  
MILE - maximum impact, little effort  
MOOC – massive open online course  
MSRP – manufacturer’s suggested retail price  
NDA – non-disclosure agreement  
NOI – net operating income  
NRN - no reply necessary  
OTC – over the counter  
PR - public relations  
QC – quality control  
R & D – research and development  
RFP - request for proposal  
ROI – return on investment  
RRP – recommended retail price  
SEO – search engine optimization  
SLA – service level agreement  
VAT – value added tax  
VPN – virtual private network