

图书基本信息

书名：<<语法/词汇/翻译/完形-高考英语模拟考套卷>>

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内容概要

《中学英语300训练系列·高考英语模考套卷：语法、词汇、翻译、完形（拓展版）》根据上海市高考英语试卷中语法、词汇、翻译和完形的题目设置，设计了45套活页套卷，每个套卷含有单项选择、汉英翻译和完形填空三种题型，使读者在全面提高综合语言技能的同时，了解和熟悉高考题型，既可作为学生平时课外的读物，也可以作为应考前的练习。

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章节摘录

版权页 : .Directions: For each blank in the following passage there are four words or phrases marked A, B, C and D. Fill in each blank with the word or phrase that best fits the context. Everyone in business has been told that success is all about attracting and retaining (住) customers. It sounds simple and achievable. But, 1, words of wisdom are soon forgotten. Once companies have attracted customers they often 2 the second half of the story. In the excitement of beating off the competition, negotiating prices, securing orders, and delivering the product, managers tend to become carried away. They forget what they regard as the boring side of business 3 that the customer remains a customer. 4 to concentrate on retaining as well as attracting customers costs business huge amounts of money annually. It has been estimated that the average company loses between 10 and 30 per cent of its customers every year. In constantly changing 5, this is not surprising. What is surprising is the fact that few companies have any idea how many customers they have lost. Only now are organizations beginning to wake up to those lost opportunities and calculate the 6 implications. Cutting down the number of customers a company loses can make a big 7 in its performance. Research in the US found that a five per cent decrease in the number of defecting (流失的) customers led to 8 increases of between 25 and 85 per cent. In the US, Domino's Pizza estimates that a regular customer is worth more than \$5,000 over ten years. A customer who receives a poor quality product or service on their first visit and 9 never returns, is losing the company thousands of dollars in 10.

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