

<<2012考研英语阅读理解速成真经>>

图书基本信息

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内容概要

《考研英语阅读理解速成真经》紧扣考试大纲编写，集新东方、北京大学、清华大学多名优秀教师常年考研教学中积累的经验，汇总了87个考研阅读理解中常见的问题及应试技巧，列举了102个单词的熟词辟义，174个长难例句，15篇报刊文章欣赏以及15篇模拟试题，深入解析历年阅读理解真题，向广大考研学子提供了一套行之有效的备考方案，指导考生从框架、思维、语言三大层面突破。

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章节摘录

版权页 : In the first year or so of Web business, most of the action has revolved around efforts to tap the consumer market. More recently, as the Web proved to be more than a fashion, companies have started to buy and sell products and services with one another. Such business-to-business sales make sense because businesspeople typically know what product they're looking for. Nonetheless, many companies still hesitate to use the Web because of doubts about its reliability. "Businesses need to feel they can trust the pathway between them and the supplier," says senior analyst Blanc Erwin of Forrester Research. Some companies are limiting the risk by conducting online transactions only with established business partners who are given access to the company's private internet. Another major shift in the model for Internet commerce concerns the technology available for marketing. Until recently, Internet marketing activities have focused on strategies to "pull" customers in to sites. In the past year, however, software companies have developed tools that allow companies to "push" information directly out to consumers, transmitting marketing messages directly to targeted customers. Most notably, the Pointcast Network uses a screen saver to deliver a continually updated stream of news and advertisements to subscribers' computer monitors. Subscribers can customize the information they want to receive and proceed directly to a company's Web site. Companies such as Virtual Vineyards are already starting to use similar technologies to push messages to customers about special sales, product offerings, or other events. But push technology has earned the contempt of many Web users. Online culture thinks highly of the notion that the information flowing onto the screen comes there by specific request. Once commercial promotion begins to fill the screen uninvited, the distinction between the Web and television fades. That's a prospect that horrifies Net purists.

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