

《点石成金系列》

图书基本信息

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内容概要

《研究生入学统考·英语2:读真题巧记词汇(2011年)》内容简介:英语二大纲对词汇的考试要求是什么?2010年全国硕士研究生入学统一考试英语(二)考试大纲中对词汇部分的考查要求做了如下阐述:考生应能较熟练地掌握5500个左右常用词汇以及相关常用词组。考生应根据具体语境、句子结构或上下文理解一些非常用词的词义。

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章节摘录

Over the past decade, many companies had perfected the art of creating automatic behaviors-habits-among consumers. These habits have helped companies earn billions of dollars when customers eat snacks or wipe counters almost without thinking, often in response to a carefully designed set of daily cues. "There are fundamental public health problems, like dirty hands instead of a soap habit, that remain killers only because we can't figure out how to change people's habits," said Dr. Curtis, the director of the Hygiene Center at the London School of Hygiene & Tropical Medicine. "We wanted to learn from private industry how to create new behaviors that happen automatically." The companies that Dr. Curtis turned to—Procter & Gamble, Colgate-Palmolive and Unilever—had invested hundreds of millions of dollars finding the subtle cues in consumers' lives that corporations could use to introduce new routines. If you look hard enough, you'll find that many of the products we use every day—chewing gums, skin moisturizers, disinfecting wipes, air fresheners, water purifiers, health snacks, teeth whiteners, fabric softeners, vitamins—are results of manufactured habits, because of shrewd advertising and public health campaigns, many Americans habitually give their pearly whites a cavity—preventing scrub twice a day, often with Colgate, Crest or one of the other brands.

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编辑推荐

《全国硕士研究生入学统一考试辅导丛书·点石成金系列·2011年研究生入学统考·英语2：读真题巧记词汇》适合：工商管理硕士·公共管理硕士·会计硕士·社会工作硕士教育硕士·体育硕士·艺术硕士·工程硕士农业推广硕士·兽医硕士·风景园林硕士。

精彩短评

- 1、还可以啊，研究真题是硬道理，但是这是非英语专业用的
- 2、我还是希望真题能以一套题一套题的形式出现。还可以

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