

图书基本信息

书名：<<新GRE写作官方题库与范文新航道英语学习丛书>>

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内容概要

全书主要包含三大部分：

第一部分为GRE考试概述及GRE写作考试简介，考生可通过阅读本部分内容了解GRE写作的全貌，包括考试形式、内容及评分标准等，使备考有的放矢。

第二部分和第三部分分别针对Issue写作和Argument写作展开。

首先教给考生在Issue写作时应该如何审题立意，如何谋篇布局，如何舒展笔墨；在Argument写作时如何洞悉和诊断题目中的逻辑漏洞，如何运用多种论证技巧有效地论证自己的观点等。

此外，在接下来的“范文精选精析”部分中，编者对从题库中精心挑选出来的48道Issue和30道Argument写作题目进行了详细分析，点拨题目特点，分析成文思路和脉络。

此外，每部分中分别完整收录了Issue和Argument的最新官方题库，并在每道题目的后面指明了该题与另外哪些题目类似，考生在练习过程中可将同类的题目集中到一起进行准备。

题库中的每道题目都提供了由美籍名师精心撰写的高分参考范文，语言流畅地道，非常值得学习。

附录部分为大家提供了Issue题库以及Argument题库的交叉索引，方便考生查阅。

另外，附录中提供的常用连接词也可以帮助考生在写作时增强文章的逻辑性，使文章更加连贯流畅。

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章节摘录

When it comes to the possibility of raising profits, the owner assumes that a reputation for bargains rules out any price increases. Surely this is too crude. If Movies Galore presently undersells the competition by 20%, let it cut that to 10%. A bargain halved remains a bargain. With adroit marketing, the change might even be rendered palatable to consumers. Or, again, why not have one day a week (the slow day) as a day for especially high discounts, and the other days with smaller discounts ?

Even a freshman marketing student could come up with a half dozen more possible stratagems to attract more customers in the door. As long as Movies Galore undersells the competition, its reputation can be preserved intact.

The earlier closing hours have worked well in the chain's downtown outlet. More power to them. The owner too swiftly assumes, though, that the downtown experience applies wherever Movies Galore operates. But consider, urban workers who live in the suburbs may not be getting home till seven or so. A too early closing time there might lose Movies Galore a vital slice of its clientele. It will be wiser to adjust closing times so as not to interfere with peak hours as determined by managers on the spot. We need to solicit their advice. In connection with this, the memo assumes that some serious savings are to be realized by the earlier closing time. Subtracting the (low ?) rental fees typically gotten between 6 and 9 pm. from the employee wages and few pennies' light bill, how much money is actually saved ?

Apparently some money is saved, but is it enough to write home to mother about ?

"Significant" is a vague word. Is the tactic rewarding enough to increase Movies Galore profits by the target figure ?

The memo recommends cutting back on movies older than five years. Almost inexplicably, it describes this as a way to reduce operating costs. What is the "operating cost" of a collection of DVDs left on a shelf ?

Beyond, that is, the twice weekly dusting by a clerk paid minimum wage ?

For that matter, it is probably less than the time, paper, and ink needed to pen this memo. Pertinently we must ask what the owner will replace them with. The "lowest operating expense" , of course, would be to replace them with nothing. (Suddenly the cogency of Napoleon's above remark becomes clear.) Moreover, the memo assumes that older videos are dead weight at all Movies Galore outlets. Is this the case ?

Again, this looks like a decision for the on-site manager to make. She/He can identify which films rent poorly and adjust inventory accordingly. There is no need to pick on the oldies simply because they rented poorly downtown.

In closing, it needs to be mentioned that the chain's owner assumes that these rearguard actions-shortening hours and limiting selection-will have no appreciable effect on the video-renting public's imagination. Rumors start easily and both proposed tactics sound like the opening notes to V-G's swansong. If word gets around that Movies Galore may soon go under, the prophecy may turn self-fulfilling. Again, to cite Napoleon, "L'audace, l'audace, toujours l'audace !

" ("Attack !

Attack !

Always attack !

") Or, in the language of today's businessmen, "Be proactive." If you want to increase profits, sell better and more. Losers cut costs.

编辑推荐

抽丝剥茧，点拨GRE高分作文写作诀窍 Issue149题+Argument174题，打造完整GRE写作官方题库
原汁原味的参考范文，学构思、品词句，高分触手可及 美籍名师倾力打造，重磅出击
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