

图书基本信息

书名：<<大学英语六级考试王长喜英语预测试卷>>

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内容概要

十套试卷经北京、天津、上海三十所高校4000名2010年6月考试的考生考前测试，听力、阅读、综合、作文各项成绩与实考接近率达97%。

特色： 作文：两篇范文+行文思路+词句点评。

阅读：语篇分析+设题分析+全文翻译。

听力：听前预测+听音关键+考点点睛。

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作者简介

王长喜，中国人民大学知名教授，著名英语测试学专家，全国四、六级考试研究与辅导顶尖权威。授课风格立意高远，深入浅出、富于激情，各地讲座所到之处，万人空巷。

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章节摘录

Joost is also ignoring the two business models seen as the most respectable alternatives to advertising. One is to make users pay for each television show or film they download, but then to let them keep it. This is the tack chosen by Apple, an electronics firm that sells videos on iTunes, its popular online store; by Amazon, the largest online retailer; and by Wal-Mart, the largest traditional retailer, which launched a video-download service this week. The other approach is to let users subscribe to what is, in effect, an all-you-can-eat buffet of videos, and then to "stream" video to their computers without leaving a permanent copy. This is the approach taken by, for instance, Netflix, a Californian firm that mostly delivers DVDs to its subscribers by post, but now also streams films. The reason that Joost is ignoring all of these methods, says Mr. de Wahl, is that none has much to do with the experience of simply watching TV, which most people enjoy. "Unlike the download or streaming approaches," he says, "TV is not about buying today what you want to watch tomorrow. It's about turning it on and watching." And in contrast to the "lean-forward" context of "snacking" on a YouTube clip in one's cubicle while the boss has stepped out, TV is a longer and more relaxed "lean-backward" experience.

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