

<<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。

书籍目录

第一章 考研英语阅读理解技巧制胜全攻略

- 第一节 阅读理解大纲解读
- 第二节 主旨题
- 第三节 态度评价题
- 第四节 重要句题
- 第五节 对比题
- 第六节 类比题
- 第七节 例证题
- 第八节 句子理解题
- 第九节 词汇题
- 第十节 是非判断题
- 第十一节 因果与条件关系题
- 第十二节 推理题
- 第十三节 文章出处题
- 第十四节 定义题
- 第十五节 阅读答题技巧

第二章 考研英语阅读理解真题长难句荟萃

- 第一节 长难句类型
  - 一、同位语
  - 二、复杂从句
  - 三、动宾分离
  - 四、关联结构
  - 五、虚拟语气
  - 六、强对比语气
- 第二节 长难句典型结构
- 第三节 长难句应对策略
- 第四节 考研英语历年真题长难句详解
  - 一、定语从句
  - 二、倒装句
  - 三、分割结构
  - 四、省略
  - 五、并列平行结构
  - 六、同位语

.....

- 第三章 考研英语中常见的熟词僻义
- 第四章 考研英语阅读理解历年真题解析
- 第五章 考研英语真题题源模拟试题
- 第六章 考研英语真题题源热点话题

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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