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https://www.100test.com/kao_ti2020/273/2021_2022_GMAT_E6_96_B0_E9_BB_84_c89_273188.htm 81. “ No one can possibly

achieve any real and lasting success or ‘ get rich ’ in business by conforming to conventional practices or ways of thinking. ” “ 没有人能在遵循传统的实践和思维方式的情况下达到任何真正的持久的成功或在做生意中 ‘ 变富 ’ （ get rich ） 。 ” 1. A

conformist can achieve any real success especially lasting success. Real and lasting success needs innovation and hard work. Just to conform does not make any sense. Through imitating others, one can only become an artisan-painter rather than an artist. without any innovation, a scientific worker can never be acknowledged as a scientist.2. Likewise, no one can "get rich" in business merely conform to the existing practices. 3. However, what I mentioned above does not mean that conventions have no value at all. We should not only know the conventions but also have a deep insight of it, thus getting the information of the domain that indicates what kind of innovation can be made and how make. 1 , Eternal truths will be neither true nor eternal unless they have fresh meaning for every new social situation. (Franklin Roosevelt, American president) 2 , Growth and change are the law of all life. Yesterdays answers are inadequate for todays problems ----just as the solutions of today will not fill the needs of tomorrow. (Franklin Roosevelt, American president) 以上是两个很有用的名言！都是Franklin Roosevelt

： As President Franklin Roosevelt said, “ ... ” 1 , 的确在很多情

况下，merely!!遵循旧的方法，很难保持long-lasting success。在很多consumer-driven industries, 顾客们追求innovative and different products。比如，一个it is ridiculous for a abacus manufactory cannot compete with the calculator factory by producing better abaci. 必须创新，才能keep up with the development of the market. 2，但是在有一些为了financial achievement的一些business principles. 比方说，a, 追求efficiency, 降低cost是永恒的需要所以要追求新技术，创造不同的产品；b, 比如保持企业的reputation，吸引充足的consumer. 制造质量好的产品。c, 企业作为社会的一分子，不能单纯地追求利益最大化，也应该carry some responsibility for the whole community。 Thesis sentence: Whether a conformist can achieve lasting success or "get rich" in business depends primarily on the type of business involved. Iconoclasts rise to the top in newer industries and in those where consumer demand is in constant flux. Conformists ultimately prevail, however, in traditional service industries ensconced in systems and regulations. View1: In consumer-driven industries, innovation, product differentiation, and creativity are crucial to lasting success Evidence: retail and media sectors. And in technology, companies that fail to break away from last years paradigm are soon left behind by the competition. View2: However, in traditional service industries such as finance, accounting, insurance, legal services, and health care lasting success and riches come not to nonconformists but rather to those who can deliver services most effectively within the confines of established practices, policies, and regulations. Evidence: CitiBank gain high reputation for

its insistence in comprehensively considerate services Whether a conformist can achieve lasting success or “ get rich ” in business depends primarily on the type of business involved. Iconoclasts rise to the top in newer industries and in those where consumer demand is in constant flux. Conformists ultimately prevail, however, in traditional service industries ensconced in systems and regulations. In consumer-driven industries, innovation, product differentiation, and creativity are crucial to lasting success, in the retail and media sectors, for example, unconventional products and advertising are necessary to catch the attention of consumers and to keep up with the vagaries of consumer tastes. Those who take an iconoclastic approach tend to recognize emerging trends and to rise above their peers. For example, Ted Turner ’ s departure from the traditional format of the other television networks, and the responsiveness of Amazon.com to burgeoning Internet commerce, propelled these two giants to leadership positions in their industries. And in technology, where there are no conventional practices or ways of thinking to begin with, companies that fail to break away from last year ’ s paradigm are soon left behind by the competition. However, in traditional service industries such as finance, accounting, insurance, legal services, and health care lasting success and riches (pl. 财富, 财产) come not to nonconformists but rather to those who can deliver services most effectively within the confines of established practices, policies, and regulations. Of course, a clever idea for structuring a deal, or a creative legal maneuver, may play a role in winning smaller battles along the way. But such tactics are those of conformists who are

playing by the same ground rules (程序, [运动]体育场馆的运动章程) as their peers. winners are just better at the game. In conclusion, while non-conformists tend to be the wildly successful players in technology-driven and consumer-driven industries, traditionalists are the winners in system-driven industries pervaded by policy, regulation, and bureaucracy. 100Test 下载频道开通, 各类考试题目直接下载。详细请访问 www.100test.com