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https://www.100test.com/kao_ti2020/295/2021_2022_2007BEC_E9_AB_98_c67_295629.htm 78. How to analyze and make effective use of information First we should set up our own data base to restore useful information which is not only the resource but also the asset of our company. Second we should monitor and control the information so that every piece of useful information can be retained for our further analyze and every piece of irrelevant or redundant information can be 0deleted. Third we should emphasize on the timing of the information we get. We won ' t allow the using of any obsolete information so that we can ensure that our information flow runs without any blockage and every piece of information we get is up-to-date. 79. The importance of brand image in ensuring that products or services sell well A: the brand image is plays an important role in ensuring that your company ' s products or services sell well. First a sound brand image means that the products or services of your company enjoy a high prestige and have high qualities which will drive automatically both current and potential customers to buy your products or services on a regular basis. It therefore helps you to expand your customer base or even open some new markets. In addition companies with sound brand images can attract their customers not only through their high-quality products or services but also through the popularity and fame presented by their brand images. In any case it ' s easy for a company with sound brand image to promote and sell its products

or services. 80. The importance to a company of keeping up-to-date with internet development A: it is undoubted that the Internet will exert great impact on people ' s work and lives. Any company cannot afford to neglect importance of the internet which is changing and will continue to change the way people do their business at an unprecedented speed. The latest internet technology can enable you to get more opportunities to propagandize promote and sell your products or services on the net. With the help of the latest net technology you are more likely to win in the increasingly competitive market of today and tomorrow. Therefore companies should watch closely the latest development of the internet and try to apply it in their daily business. 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