

BEC高级阅读模拟题指导训练(二) PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/469/2021\\_2022\\_BEC\\_E9\\_AB\\_98\\_E7\\_BA\\_A7\\_E9\\_c67\\_469139.htm](https://www.100test.com/kao_ti2020/469/2021_2022_BEC_E9_AB_98_E7_BA_A7_E9_c67_469139.htm) Exercise Two 1 This book follows the progress of various products from the concept to the selling stage. 2 This book includes very few technical terms. 3 In this book we are given some detailed inside information on companies. 4 The writer of this book believes company bosses aim at more than the financial improvement of their company. 5 The writer of this book feels that success involves the ability to adapt quickly to a new situation. 6 It is stated in this book that future business success will involve understanding recent thinking in the business area. 7 This book shows how to include time input of consumer in a company. 8 This book is aimed at the workforce as well as management. A PERCENTAGE SOLUTIONS Pater Fraser Anticipating changes in the marketplace and the competition depends on the ability to quickly reorganize business structures. Percentage Solutions shows that these significant change indicators lie in the 20% of business opportunities that will drive growth and profit into the future. Peter Fraser suggests that companies stay ahead of change by using a rapid redesign approach to quickly renew and rethink their business. In the book he details how this redesign could work and gives some example of how it could be put into practice in a company. £ 18.99 B BUSINESS THOUGHTS Norman Heimes, Sandy Davies Attaining higher levels of customer satisfaction, increasing speed and efficiency in the product development process, and increasing profits are the

goals many managers are struggling to achieve. The basic business philosophy behind this book is Customer Integrated Decision Making, or CIDM, which is a process that shows managers how to reach these goals by integrating the customer into the decision-making process and incorporating the customer's wants and needs into the design of new products and services. £ 35.00

**C**  
**COMMODITIES TO GO** Philip M Rodgers This fascinating and instructive book takes readers behind the scenes of twenty-four of the biggest new product success stories of the past few years and reveals the normally confidential workings of some of the institutions where these products were developed. Each story focuses on a different strategy and offers managers and professionals invaluable insights into how the brightest and best new product ideas were originally thought up, then developed and finally brought to market. £ 22.50

**D**  
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**E**  
**BUSINESS CHOICES** Anne Jones This original book about

attitudes towards work is both for individuals in routine jobs seeking to improve the quality of their working lives and for managers who find themselves expected to do more with less in this era of uncertainty. Business Choices reveals a new way of thinking about work that will motivate both employees and companies to reach for higher levels of achievement. In a clear and very readable style that avoids much irritating business jargon. Anne Jones seeks to improve working attitudes at all levels of the workforce. £ 18.99 小技巧：备选句中使用解释性的语言而相应的文章中出现技术性语言或“术语”。反之亦然。请指出重要词汇和表达中存在的“术语”。重要词汇和表达：Indicator. CIDM. confidential.

workings. reengineer. routine. era of uncertainty. readable. jargon. 小资料：Customer Integration Attaining higher levels of customer delight, increasing the speed and efficiency in the product development process, and increasing profits are goals many managers are struggling to achieve. Customer Integrated Decision Making, or CIDM, is a process that will show managers how to reach these goals by integrating the customer into the decision-making process and incorporating the customers wants and needs into the design of new products and services. Customer Integration: The Quality Function Deployment (QFD) Leaders Guide for Decision Making focuses on the complete CIDM/QFD process. The book details the reasons for using CIDM market identification techniques, and QFD idea generation methodologies, as well as some basic and advanced customer "choice" prediction approaches. This practical, structured, and replicable process will provide a company of any size

with the tools to assure its teams success as they move to become linked to the customer. Customer Integration opens with a comprehensive overview for executives, followed by a detailed discussion of how CIDM/QFD can increase profits for businesses in a variety of industries. The executive overview reviews the issues confronting companies today and gives reasons why executives will need to be linked to customers to compete. The second part of the book lays out some of the foundation knowledge that middle managers will need to have in order to commit to supporting individuals and teams and to complete CIDM/QFD projects. Part II also offers practical discussions on the critical role of leadership and the challenges of implementation. The third part of the book provides a step-by-step explanation of the process, along with a complete review of the necessary concepts and tools to make a CIDM/QFD project happen. Customer Integration is designed for the whole company. It provides the information executives and managers need to undertake a Customer Integrated Decision-Making project and the knowledge that team members need to assure success in their project. 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](http://www.100test.com)