2009　　　　　　　　　(PETS3)　　　　　　Unit13PETS　　PDF

pets　　　　　　　　　　　　　　　　pets
09　3　　　　　　　　　　　　Unit13
Shopping　　　　　　　Dialogues/monologues: 1　Are you being
attended to, Miss?　　　　　　　　　　　　　　　　　?
　　　　　　　to attend to sb.

Is anybody
attending to you, Miss? 2　You may divide cyber retailers into three
subsets and attack each with a different strategy.

divide into　　　　Passage: Buying computer and
software At first, I was reluctant to buy computer products
completely online. Many of the online computer stores used to sell
exclusively through printed catalogs, addressing the technically
astute. I found those printed catalogs intimidating and confusing.
And preferred to go to a physical store, where knowledgeable sales
people could guide me through the maze of choices, explaining the
benefits and risks and costs. When egghead, the prominent software
retailer, closed its physical stores and decided to operate solely
online, I was shocked and disappointed, as I had shopped hardware
or software regularly at the local egghead store and depended on
expertise, judgment and advice from their sales people. Also, I greatly
valued the fact that when I brought new add-ons or upgrades for my

PC, I could pay to have them installed on the spot. But now I was forced to learn more about computers than I ever expected to learn. As it turns out, thats probably a good thing for me and for my budget. Today, the computer industry is a commodity, standards-driven marketplace. Computer " manufactures" are really just assembles. They buy processors from one, software, disks, memories, from other sources, and assemble them into systems. The competition is fierce and the profit margins are slim. In terms of the basic specsspeed, memory, and storagewhat we now define as a " complete system" for home use would have made a wealthy technical guru tremble with jealousy ten years ago. Fifteen years ago, is seemed inconceivable that an ordinary individual would ever need a 100 MHZ machine with 1 gigabyte of disk storage space. Yet, with the predictable improvement of technology, the speed of commercially available processors doubles about every 18 months according to a rule of thumb (known as " Moore s law"). While at some point, technology must meet barriers that will slow the pace of change, the computer industry has been adapting at this incredibly rapid rate for more than two decades now, with great regularity. And the software industry has been keeping in lock step with these hardware developments by making each new version of the common applications that people depend upon more and more complex and bulky, requesting the full capacity of the latest and greatest hardware. I believe this software inflation results from the consequences of human naturesoftware expands to fill the capacity available for it. Basically, " Moore s law" plus software inflation mean todays

computer system will not last. And the new versions of software will make your equipment seem painfully slow in two years, and obsolete in four. To stay compatible with other people with whom you have to share files, you should invest time learning about these add-ons gadgets, etc. to upgrade your system. Thus you can make full use of the shopping resources on the Internet, and save again and again. Translate Reference

Egghead

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