

09年职称英语考试综合类C级补全短文专项训练三职称英语考试 PDF转换可能丢失图片或格式，建议阅读原文

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下面的短文，文章中有5处空白，文章后面有6组文字，请根据文章的内容选择5组文字，将其分别放回文章原有位置，以恢复文章原貌。

Success Stories One of the most successful fashion companies in the world is Benetton. The Benetton family opened their first shop in Italy in 1968. (1) Benetton followed four marketing principles in order to achieve their success. The first principle is Consumer Concept. To build a successful business, you have to develop products around things people value, especially quality. (2) He created clothes to match peoples wants: the style is casual. the colors and patterns are bold. and the quality is excellent. The System Link is another feature of good marketing. For Benetton, this means waiting to get information about what customers like and what they dislike before making the clothes. (3) The Information Link means making sure the company responds quickly to People ' s demands. (4) This information is then sent to the main office in Italy. Benetton can use this information to identify popular products and to continue making them. it can also identify less popular products and stop making them. A final important marketing principle is the Retail Link. There are Benetton stores in countries around the would. All the stores have the same clothing, the same window displays, and the same approach to sales. (5) The things people like about Benetton stores are that the quality is always high and the prices are generally

low. And that spells success. A The founder of Benetton began by asking people what they wanted. B There used to be a good reason for this. C When something is sold at a Benetton store, the store records information about the type, size, and color of the item.把职称英语页面加入收藏 D Today, there are Benetton shops in major cities all over the world. E This means that customers can go into any Benetton store in the world and be sure of what they are buying. F in other words, Benettons clothes are made to order. 补全短文专项训练三答案 1 . D 2 . A 3 . F 4 . C 5 . E 相关推荐：09年3月职称英语考生考前互送祝福 2009年职称外语等级考试大纲不变 2009年全国职称英语考试复习冲刺 2009年职称英语教材新增内容汇总 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)