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22. AA 有个Company 发现 关了外地的分支后profits 上升 所以应该关了所有的分公司而在一个地方经营 因为可以降低cost和 加强supervision [v2]一个公司把operations分开后利润低了，于是说集中比较好，寂静上有的

The following appeared in a memorandum from the business department of the Apogee Company: “ When the Apogee Company had all its operations in one location, it was more profitable than it is today. Therefore, the Apogee Company should close down its field offices and conduct all its operations from a single location. Such centralization would improve profitability by cutting costs and helping the company maintain better supervision of all employees. ”

23. SmartPro卖专业的会计软件给会计师销量很好，卖非专业的会计软件给家庭用户销量落后。Survey说专业的卖得好是因为有advanced special features，所以为了提升非专业的销量，非专业的软件也要加advanced special features。

The following appeared in a memorandum to a team developing accounting software for SmartPro Software, Inc.: “ Currently, more professional accountants use SmartPro accounting software than any other brand. However, in the market for personal accounting software for non-professionals to use in preparing their income tax returns, many of our competitors are outselling us. In surveys, our professional

customers repeatedly say that they have chosen SmartPro Software because our most sophisticated software products include more advanced special features than competing brands. Therefore, the most effective way for us to increase sales of our personal accounting software for home users would clearly be to add the advanced special features that our professional software products currently offer.”

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