

《21世纪大学英语应用型自主练习1》

图书基本信息

书名：《21世纪大学英语应用型自主练习1》

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内容概要

《普通高等教育“十一五”国家级规划教材:21世纪大学英语应用型自主练习1》包括8个单元,第一部分为Vocabulary and Structure,包括短语填空和段落填空,后者与单元主题相关。第二部分为Translation,包括英译汉(句子翻译)、汉译英(部分翻译)和汉译英(句子翻译)。第三部分为Reading Comprehension,包括快速阅读理解(Fast Reading)、篇章层次词汇理解(Reading in Depth-Banked Cloze)、题型为多项选择题的阅读理解(MultipleChoice Questions)、雅思(IELTS)阅读理解、托福(TOEFL)阅读理解各一篇,每种题型均与单元主题相关。第四部分为Writing,为大学英语四级写作题型。要求学生以已经给出的中文提示为框架,写一篇120字左右的短文,与单元主题相关。《普通高等教育“十一五”国家级规划教材:21世纪大学英语应用型自主练习1》最后提供所有练习的参考答案,供学生自学自查之用。

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章节摘录

Transactions using E-commerce were estimated to be more than one hundred billion dollars in the year 2006 in the United States of America. This represents approximately ten percent of the total domestic market. Thus, this is an indicator of rising trends in online shopping. Almost 33% of the online shoppers shop by using the search engines to study the details of what they are shopping for. A characteristic feature of the online shopping trends is that people go more by the word of mouth when it comes to selecting a website or a company for online shopping. If we research on what is the most sought-after thing in the online purchases, then the answer is books of different kinds. In addition to the books, day-to-day accessories and clothes, perfumes, shoes are bought in large numbers. Buying air tickets online has become a very common thing. People tend to visit a website which offers good products and has transparency in dealings again and again. There is another survey conducted by The Nielsen Company, which suggests that around 85% have already been used to making a purchase online which shows an improvement in the online shopping trends. Another claim is that around 50% of the people using Internet around the world are active online shoppers. A survey conducted about two years ago, about number of online shoppers, suggested the number to be around 627 million which has risen to about 875 million as of now. People from countries like Korea, Germany, United Kingdom, Japan and United States of America, are very fond of online shopping. Many manufacturing Companies are aggressively marketing their products considering the change in the online shopping trends using E-commerce web hosting to attract more and more customers.

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