

<<世纪同步精练（牛津上海版）>>

图书基本信息

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作者：《英语(牛津上海版)高中二年级第一学期》编写组 编

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## 前言

随着二期课改的不断深入, 中小学英语的教学理念和实践发生了很大的变化。牛津英语教材作为教育部义务教育课程标准实践教科书用书之一和上海市二期课改的新教材, 以其语言的原汁原味、先进科学的编写理念和活泼精美的版式深受广大一线教师和学生的欢迎。

为了更好地帮助学生用好这套教材, 使它的先进编写理念得到实质性的贯彻以及语言目标得到具体的实现, 我们组织来自课改第一线的具有丰富的牛津英语教学实践经验的教师们编写了这套《世纪·同步精练》丛书。

该套丛书按年级分册出版, 共二十四册, 本册为高中二年级上册。

本册书在内容的编排上与《英语(牛津上海版)高中二年级第一学期》(试用本)教材中各单元的内容配套, 共六个单元, 同时补充了针对单元知识点的练习——“活学活用”以及测试学生的英语综合运用能力的综合性练习——“能力训练场”。

本系列丛书的所有试题均着眼于基础知识、落实交际能力, 有利于学生巩固教材上所学的语言知识和技能, 提高英语的综合运用能力。

此外, 该丛书收录的题型新颖, 符合各级正规考试的要求, 是学生测试自身英语能力的好帮手。

## 内容概要

这套丛书具有以下特点： 1.这套丛书由出版相应教材的出版社倾力打造，力求代表上海教辅的一流水平； 2.目前上海市的新教材正在根据教学的实际情况，不断地修订完善，这套丛书最大程度地反映了教材的最新修订情况； 3.这套丛书根据一线教师的实际需求，面向课堂教学同步展开训练； 4.按照上海学生的实际情况，这套丛书努力为学生提供中等难度以上的优质学习辅助读物； 5.各册均由相应的教材编写组或熟悉课程标准和教材的名师领衔，组织第一线资深优秀教师编写，作者阵容强大； 6.这套丛书以减轻学生学习负担为宗旨，重在学习方法的培养和对学生思维的拓展训练，具有内容的科学性和时代性； 7.这套丛书形式活泼，符合学生认知发展规律，具有较强的针对性和实用性； 8.这套丛书各册的责任编辑均由熟悉教材的专业编辑担任，能够确保出版质量，将差错降到最少程度。

书籍目录

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章节摘录

As societies develop, their members start to see things not so much according to what they need, but according to what they want. When people have enough money, these wants become demands. Now, it's important for the managers in a company to understand what their customers want if they are going to develop effective marketing strategies. There are various ways of doing this. One way at supermarkets, for example, is to interview customers while they're doing their shopping. They can be asked what they prefer to buy and then the results of the research can be studied. This provides information on which to base future marketing strategies. It's also quite normal for top managers from department stores to spend a day or two each month visiting stores and mixing freely with the public, as if they were ordinary customers, to get an idea of how customers act. Another way to get information from customers is to give them something. For example, some fast food restaurants give away tickets or magazines or on the street that permit customers to get part of their meal for nothing. As well as being a good way of attracting customers into the restaurants to spend their money, it also allows the managers to get a feel for where to attract customers and which age-groups to attract. Another strategy used at some well-known parks such as Disneyland is for top managers to spend at least one day in their work, touring the park dressed as Mickey Mouse or something like that. This provides them with a perfect chance to examine the scene and watch the customers without being noticed.

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