2015-10/26-11/26 阅读机经 可达整理版

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目录

一、土星环 （3星）

土星圆环（Saturn ring）形成

1970's，人们认为土星的圆环的形成时和太阳系的形成同步开始的，大约 five billion years ago。太阳系外（outer solar system）的物质在路过的时候被吸引到土星周围，逐渐形成了圆环。然而最近研究却有不同的观点。首先，大部分的这些飞来之物一般都被认为是(assumed to be)很黑的(sooty)，而实验室的研究(laboratory studies)表明土星很亮的圆环中最多只有 1%的 sooty 物质；Yet，如果圆环真的是从太阳系之初就开始形成的话，那 sooty 的物质应该早已经积累到很大了，应远远超过目前的发现。而且，似乎圆环的物质也远远没有 five billion years 那么长历史，最多只有 some hundred million years 那么久（注意和之前那个时间的强对比）。因此认为，在 hundred million years ago，有一个 large icy 飞行物，飞近土星的时候被其巨大引力撕裂破碎，从而形成了圆环。

二、共生 （4星）

P1：科学家发现 HD 种类的一种 P**动物喜欢抓 sea butterfly 放背上。这个行为很让人不解，因为 P**动物这么做了之后，sea butterfly 不能够吃东西，而且 P**动物自己的 mobility 会受影响，会在捕食和躲追杀的时候都有不便。那为什么 P**动物还喜欢把 sea butterfly 放背上呢？

P2：科学家作了一个实验，把 X(捕食 P**动物的一种动物)，P**还有 sea butterfly 三个动物放在同一个容器里，结果发现 X 即不吃 P**动物也不吃 sea butterfly，原因是 sea butterfly 会发出一种有毒的化学物质，所以 X 也就不吃背了 seabutterfly 的 P**动物了。

P3，然后说他们的这个 relationship 不是以及广为人知的 parasitism（寄生共生），commensalism（互利共生）,还有个无关共生（英文记不得了）。parasitism 是一方是以另一方的伤害一次收益，commensalism 是说双方相互获利，那个无关共生说他们的存在对彼此

不造成影响（neutral）然后解释了下这三个的关系。然后说这个鱼和他背上的这个虾的这种关系不属于这三个范畴类，应该是个 antagonism,然后说了下为什么不属于 parasitism 和无关共生。这个 sea butterfly 和 decorator crabs 还不一样，crab 随便捡周围有的东西，而 seabutterfly 只捡这个虾。因为那个鱼把虾子背在背上，但是没有伤害它，不过由于虾子被背在背上，它就不能 feed 了。而研究者发现，这个鱼背的虾都是活的，说明它过段时间就换个虾子。

疑似原文:

The nature of this relationship is puzzling. It is difficult to discern how carrying another organism around can be advantageous. We speculated that in fact, amphipods must be considerably slowed down. By carefully measuring the swimming speeds of amphipods with and without seabutterflies, we found that amphipods carrying seabutterflies moved only half as quickly as similarly sized solitary amphipods. The situation simply made nonsense. In reducing their mobility, the amphipods became more vulnerable to predators and less adept at capturing prey. Why, then, would amphipods go out of their way to abduct and carry sea butterflies? Our experiments clearly demonstrated that something about the sea butterflies was repelling the fish, and we suspected that this deterrence was chemical. To find out, we conducted a second set of feeding experiments. We homogenized the seabutterflies and mixed the homogenate with fish-meal powder to make food pellets. As a control, we also made food pellets containing just the fish-meal powder. We offered both the experimental and the control pellets to fish, which always ate the control pellets and always rejected the pellets containing the homogenate. This provided compelling evidence that compounds might be responsible for the feeding chemical deterrence. 中间删去一段~没什么用 Our experiments demonstrated to us that the sea butterfly. Antarctica synthesizes a deterrent substance that the amphipod H. dilatata exploits for its own protection. This unique association -the abduction of one species by another -is unprecedented in the annals of behavioral and chemical ecology. Some decorator crabs are chemical ecology known to cover their upper carapace with a variety of objects, including the occasional sponge that might harbor defensive chemistry. But this appears to be a nonselective behavior. Crabs haphazardly decorate themselves with whatever is at hand. The association between the sea butterfly and the amphipod falls within the definition of symbiosis 共生, where two dissimilar species live together in an intimate association. However, none of the relationships defined within the broad context of symbiosis -parasitism, comensalism or mutualism -appear to suitably describe the seabutterfly-amphipod relationship. Parasitism 寄生 implies that one species associates with another to the detriment 伤害 of one of them. Often, the parasite feeds off the tissues or body fluids of its host. Mutualism 共生 describes a relationship where both species benefit from theassociation. Commensalism describes organisms that live in benign and neutral 中立 or 良性 association with one another. Neither of the latter two interactions appropriately describes what we have observed, and parasitism provides only a very weak analogy to it. We feel that a new term might be needed to describe the "antagonistic symbiosis" that seems to describe most accurately this unique interaction.寄生:一个伤害另一个，吃对方组织和体液。共生:双方都获利。commensalism 共栖:中立，互相不干扰。实际(如果加上下一段的文章):一个获利，另一个间接受害,若没有下面这段,得看选项怎么说了.网上的定义是 the association is disadvantageous or destructive to one of the organisms, but ordinarily it is used of cases where the association is advantageous, or often necessary, to one or both, and not harmful to either. In this association the antagonist benefits greatly from the relationship. Remember that the amphipod must sacrifice its mobility and speed. Clearly the defense it acquires offsets these drawbacks. The seabutterfly, on the other hand, is at the mercy of the amphipod. While it is being carried around, it cannot feed to sustain its energy. Seabutterfly 很惨.没得吃饭

三、恐龙牙齿（3星）

P1：考古学家 A 从一个幼年翼龙化石看出它腿骨关节发育不健全，从刚要孵化的 hatchling 推测它们刚孵化无法行走，而这些 hatchling 的牙齿痕迹显示出他们吃过 solid 的食物。所以考古学家 A 认为是他们的父母在照顾这些子女。

P2：另两位学者 B 和 C 考察鸟类时发现，鸟类的关节也有类似的情况，但这些关节和鸟类能否行走没关系。考虑到翼龙可能是鸟类的祖先，那么 A 发现的化石无法证明翼龙的 hatchling 无法行走，也就无法证明有长辈在照顾子女。考古学家 D 在另一处地址发现了还未孵化的恐龙，他们的牙齿也有咀嚼过食物的痕迹。也就是说，恐龙还在恐龙蛋里面的时候就已经开始磨牙。也就无法说 A 发现的咀嚼痕迹和咀嚼食物有关

四、Factory company （4星）

关于 factoring（保付代理）

第一段：阐述保理的定义特点，也就是发票融资——作为应收帐款的债权人这个 business 有时持有的现金少于发展需要的，就会采取将 customer 给的发票卖给保理商 factor，保理商 factor 贴现后按发票金额的 80%付款给企业，，然后并代企业收取应收帐款，然后等到收到款后再付剩余部分（有题，问 factors 是先收钱还是先帮人要帐），当然 factor 要收取一部分的手续费；并且同时，factor 会根据公司的信用状况决定是否发放，贴现的百分比，和后续的所收取的费用。

第二段：讲保理适用于利润丰厚但是资本缺乏的新企业，这类企业往往不能从银行取得贷款，但因保理业务的风险主要与被保理的应收帐款的买方（也就是付款人）信用大小有关，和新企业的信用关系不大，所以新企业能够以保理业务方式取得融资；并且 factor 的是有很高的风险的，因为手续费是从回收的贷款与之前贴现出去部分的差值中中获得的，所以当欠款一旦无法全部拿回，factor 就很可能会遭受损失。

第三段：讲保理适用于哪些情况，不适用于哪些情况。不适用于应收帐款发票为众多的小金额，因为这样保理商收取的风险承担费用会很高（这里有题，好像是说 factor 收费的依据，一个选项是说银行利率 only，文章中没提，还有一个说根据 customer 的 finance ……好像财务评级，我选的是这个，因为对应了 risk，选项文章中没有出现，但是在美国衡量公司的 risk 都是采用机构评级的方式，我不知道会不会自己的背景会有负面干扰，大家小心），企业付出的融资成本高。最后说，factor 比较关心发生应收款的客户的财务状况和信用，所以公司就能知道哪些客户的信誉好，哪些钱可能收不到。保理还是好。

五、奴隶船（4星）

一艘来自美国走私船的非洲船思考

美国判定做法 Confuse → J 总统决定释放这些奴隶 → 最后实际的问题

困惑：虽然 1808 年释放黑奴，但是南部买卖黑奴的交易都保留着；
※ 段落大意：
第一段：美国政府对待非洲走私船的做法感到问题；
好像是说，美国抓了一批海盗，是 african 的。然后 court 要决定如何处置他们。然后法庭的判决让人觉得很 confuse。(这里有题，问因为什么而 confuse)。之后就说有个人 J 做过 study。
第二段：J 总统的做法；
还说了当时的总统 B.J(全名不记得了，首字母应该是这个)要竞选连任，为了争取选票倾向放了这批黑人。
第三段：实际的问题；
然后就开始争论了，一批 abolisher 又怎么怎么说。。。后来大概是说因为美国在 1808 年的时候已经废除了奴隶制度，可是在奴隶作为商品的贸易仍然是受到法律保护的，怎么怎么。。后来法庭就放了这批黑人了，然后 BJ 说法庭是这个决定是“justics”(这个词被高亮了，后面有题，问这个词是神马意思)然后就都忘了。。。

六、波兰女性地位（2星）

一、波兰国家改革之后，女性地位下降，这个体现在女性选举的成功率很低。这个情况在不同选举制度下都是一样的。二、然后把 poland 的情况和 S 国的情况相比较，S 国的政局相对稳定，S 国的女性选举成功率就高一些。所以作者认为这是因为 Poland 政局不稳定。后面又说，但是在 poland，城镇地区的女性领导人比 village 要多多了，认为选举成功率还和女性受教育程度相关。

七、营销手段 （1星）

好像只讲了 3 种 mass-customization、---yield、和 oriented--一段讲一种手段，最后一段讲影响选择这些手段的因素，

八、wage labour（1星）

P1wagelabor 出现，原本的 agriculture 和放牧业逐渐衰弱，即传统衰弱，wagelabor 兴起，人们本以为女性地位会提高但并没有，P2 受过教育有资源的女性情况变好了，但是没有资源的女性情况却比原来更糟了。

九、北美妇女陶器的制作（4星）

南方种植园的妇女很早就掌握做陶的方法，但是直到某个时间才开始制陶器(container)，就有一个人说解释原因，后来作者反驳，还用了新的证据。考古 v1:在南美(好像是)，说随着农业的引进，有了剩余的食物，需要 container 来储存。所以在 1 千年前 ceramic 就发展了。因为但考古发现 800 年前 container 才大量使用，containers 的出现比种粮食的技术引进晚 100 年?考古学家提出两个原因:1. 800 年前农业发展需要 container to store, more convenience, 而从事陶瓷生产的大部分都是女性。讲了女性从事陶瓷生产的原因，妇女做容器的劳动力成本是很低，妇女更有时间做 container.2. 由于粮食少，印地安妇女要提高营养水平，而放在容器里储藏和 cook 可以提高营养水平。由于人口密度低(有一个 in order to 题)，印第安人

又……。进晚 100 年?为什么由 lag，一个学者 a 就解释：当印第人(原先是游牧的)发现这种技术稳定后才开始大量种粮食，定居于某地，而妇女做容器的劳动力成本是很低的。(但别的学者认为劳动力成本其实不低。)a 又说由于粮食少，印地安妇女要提高营养水平，而放在容器里储藏和 cook 可以提高营养水平。由于人口密度低，需要发展 crop fields 的产量，所以印第安人才开始使用陶制容器。

十、短线投资（3星）

capital allocation strategy
第一段：讲 outsider Capital investment 的问题
美国的 outsider investor 更加的关注短期的利益，所以他们喜欢看量化指标。而这些会忽略长期效益。导致在市场的一些方面过度投资，比如曾经的 computer 股，在没有快速增长的方面投资不足。而德国的投资者就更加注重长期，他们会仔细的看 XXX,XXX 情况。
第二段：讲 insider capital investment Insider 的 capital investment 就是用自有资金直接投资（就是工厂扩大再生产的意思）。由于为了展现一个好的 short-term profits，他们也会牺牲长期利益，比如，不做 employees training 来减少 cost。

十一、香味广告（3星）

开头 despite theolfactory advertising trends。。。—解释内容（好像是说 olfactory 能使心情愉悦）—attentionon it 还是很少。来了个 however，说 olfactory 的效果不如 visual 和 uara（忘了怎么拼了）可以测量。还说要有特定的环境才能有效果，举例说 lemon 味在黄色的物品下比红色的更容易被分辨。又说在闻到味之前 consumer 的心情就被影响了。Nevertheless，olfactory advertising 还是有独特的一面的。

类似原文 Executional cues have been the focus of much advertising research. Visual cues (pictures) and aural cues (music) have been studied extensively, yet virtually no attention has been paid to the influence of olfactory cues in advertising despite the growing trend among advertisers to use scents in ads. Scents often have been used in advertisements for products in which scent is a primary attribute (e.g., perfumes, room fresheners) and, when used in that context, are a form of sampling. However, scents have also been used for products for which scent has been considered largely irrelevant. For instance, Tanqueray gin ran a pine-scented ad in USA Today, Rolls Royce advertised its cars in Architectural Digest using leather-scented strips, and the State of Utah used floral- and spice-scented panels in a four-page tourism ad. Though such uses may be intended simply as novelties, research suggests that odor can influence mood state and affect judgment. Therefore, the use of scents in advertising warrants attention. Odors differ in several ways from the pictures and sounds more familiar to advertising researchers. Compared to visual and aural cues, odors are difficult to recognize, are relatively difficult to label, may produce false alarms and create placebo effects. Schab (1991), in a review of the literature, concluded that the ability to attach a name to a particular odor is so limited that individuals, on average, can identify only 40% to 50% of odors in a battery of common odors. Additionally, consumer ability to detect and recognize odors is influenced by surrounding cues (Davis 1981).

For example, a consumer is more likely to recognize a lemon scent when the scent is contained in a yellow liquid than when it is contained in a red liquid. Third, false alarms, perceiving an odor when in reality no odor is present, are relatively common (Engen 1972). Finally, researchers have shown that both emotional and physical states can be affected just by believing an odor is present. The odorant itself need not be present (Knasko, Gilbert, and Sabini 1990). That finding suggests placebo effects. Despite the difficulties, olfactory cues hold appeal to advertisers working in an already cluttered environment. Olfactory responses are primarily autonomic, affecting a person physiologically before affecting cognition. Odors stimulate the limbic system, the part of the brain responsible for emotional responses. Thus, olfaction represents a different path to the consumer than is afforded by other types of cues.

十二、Family business （5星）(可达秘题原题重现)

In colonial North America, as in seventeenth- and eighteenth-century Europe, families and businesses were often entwined symbiotically. Kin connections provided businesses with capital, credit, and contacts; family businesses, in turn, provided kin with employment, training, and opportunities for advancement.

Colonial historians disagree, however, about the extent to which kin connections were central to artisanal establishments and about the evolution of artisanal family practices in colonial North America in the eighteenth century. Some argue that craft dynasties (intergenerational family artisanal establishments) dominated certain crafts in certain areas until the early nineteenth century. Carl Bridenbaugh wrote that an intergenerational command of craft skills enabled some artisanal families in the eighteenth century "to live in near-baronial style, and to dominate, nay rule over, the social and political life" of a region for generations. W. J. Rorabaugh has argued that intergenerational craftsmanship was important in all crafts until the 1840s.

Other historians disagree. Stephanie Wolf, for example, argues that in craft businesses in eighteenth-century Germantown, Pennsylvania, there was "little tendency for traditional family patterns to develop. . . . Fathers do not appear to have trained their sons to follow in their footsteps." Wolf attributes the lack of dynasties to the presence of a modern, commercial worldview. Indeed, even scholars who disagree with Wolf would concede that craft dynasties declined in importance under the influence of an increasingly widespread modern worldview.

1

It can be inferred from the passage that the scholars referred to in the highlighted text would agree with Wolf about which of the following statements pertaining to craft dynasties?

A Their livelihood depended on the existence of a merchant class.

B Their existence was incompatible with the presence of a modern, commercial worldview.

C Their political position with respect to events in colonial North America depended on the type of craft work in which they were engaged.

D They were more prevalent in other parts of colonial North America than in Pennsylvania.

E They were valued by artisans primarily because of the wealth and prestige associated with them.

正确答案	B	考点	RC3 RC3a

2

According to the passage, Bridenbaugh attributes the wealth and power of some eighteenth-century North American artisanal families to which of the following?

A Their rejection of commercialism

B Their ready access to capital and credit

C Their kin connections with European craft dynasties

D The patronage of merchants and professionals

E An intergenerational command of craft skills

正确答案	E	考点	RC2a RC4a

3

The existence of which of the following pieces of evidence would most undermine the position of Rorabaugh, as described in the passage?

A Documents dating from the eighteenth century setting forth the terms of a loan made to a merchant by a family business

B Documents indicating that most establishments in a certain craft typically hired recent immigrants rather than family members in the early nineteenth century

C Military records demonstrating the participation of members of artisanal families in the wars of the eighteenth century in colonial North America

D Detailed descriptions of craft practices contained in the eighteenth-century letters of a father to his son

E An eighteenth-century letter of introduction provided by the head of one family firm recommending a cousin for employment in a distant relative's firm

正确答案	B	考点	RC1a RC3

十三、非盈利机构（3星）

1、美国的非盈利组织对盈利的小企业造成了迫害。
2、举例说非盈利组织的优势：税少，能直接拿到政府的项目等等。
3、非盈利组织没有创造就业。有一句是 Ironically，小企业还得交税来补贴这些非盈利组织。
4、非盈利组织中有一些慈善组织还是有价值的

十四、saving interest rate（4星）

1 some economists think incease of the save rate will do good for the economy beacuse the save will benefit the invest the company did, but 后面说不一定，因为储蓄增加了，说明购买力减小了，从而导致企业的产品没有人买，会造成失业，反而会影响经济版本

2 personal savings& corporate investment，(注意，不是 GWD 里面那题 corporate investment 和 real interest rate!!!）不长，这题容易.一些经济学家认为，个人储蓄的增加通常能够加大企业的投资并促进经济的发展。这是因为，个人储蓄增加使得 the pool of overall available capital

thus brings down the borrowing interest rate for companies 也变大. 资本一多，利率就下降。这样，公司就更喜欢利用这些较低的贷款利率去进行新的投资....然而，事实并非如此，有很多公司的投资计划是基于对产品的需求来决定的，而不会受利率的影响。如果每人把自己收入的 10%存入银行，那么，意味着在市场上的对该公司的产品的有效需求将相应减少。从而，企业的投资计划就受到阻碍。最后结论部分有点不清楚的，反正就是重述个人储蓄的增加不一定能使企业能去扩大投资。

十五、公司部门交流（2星）

manufacture 公司部门交流，sales 和 accounting 的本来不交流，但是做了一个调查之后发现客户对一个什么不是很感冒（有一道题），然后 sales department 意识到合作的重要性，然后增加合作交流什么的，后面还讲了为了提升公司 report 的效率，每个 report 的负责人就检验了 report 对于分析/吸引（具体不记得了）的重要性，删减了好多不必要的 reports

十六、蛇 （4星）

有一道是 OG 上的原文，陆地蛇和海蛇，注意题目和 OG 上的不一样。

P1 大概笼统地介绍了一下蛇有的时候 verticaldwell 在树上（可能是类似这样的词），但是这样怎么血液循环呢。然后说什么心脏 pump 什么之类的。好像还提到了两种蛇，一种是 ground-dwelling, 一种是 a 开头的。

P2: 讲了一个水蛇（aquatic）就不需要这样的系统吧可能。好像主要是讨论心脏位置的，说水蛇的心在位置在中心，因为不会攀爬不需要 pump 血液。但是那些趴在树上的蛇的心脏要比较靠近什么的。我记不太清楚了。。。（我的天我也记不太清楚这文章到底是四段还是三段了）

P3: 说不同蛇的长度不一样。。。然后。。a 开头的那个蛇大一般小于 13，但是 ground 的蛇就会很长，所以攀爬在树上就算能自我进行血液循环，也不能很好地完成。（类似这个意思）

关键词是：dwell, aquatic, pump, head

十七、儿童实验（2星）

研究小孩子(挺小的)可不可以认识一个东西还是怎么着，第一回，先在房间里放了个娃娃，让小孩子看了眼，然后小孩儿出去，房间里换了个大小不一样的娃娃，让小孩儿进来找，小孩儿华丽丽的忽略了那个大小不一样的东西......后来第二次跟小孩儿说，我们变个魔术哦(有题目)，然后重复了一下上面的实验，小孩儿再进来的时候就注意到了那个大小不一样的娃娃了

十八、反托拉斯法（4星）

不同 industry 之间的合并和分离本文旨在反驳一个 enduring 的观点，这个观点就是说导致美国七十到八十年代公司拆分成各个部门的原因在于美国 antitrust law 的施行。作者先阐述了这个 antitrust law 的适用情况，其特点就是限制一个企业在单个领域里的规模也就是限制它

的 monopoly, 而不限制它各个领域规模里的 diversification（说的有点儿乱，具体意思就是说一个企业如果想收购一个跟自己业务相同的企业，那么这个收购将受到法律严格的约束，为了反垄断；但是如果一个企业想收购一个跟自己业务不同的企业，那么收购多大的公司都行，法律没有约束，因为这样的收购不会产生一个更大的垄断者）。但是实际的观察结果证明概率（还是说效果）是一样。并且，在其他西方国家，虽然没有 antitrust law，但是 diversification 发生的频率（还是其他）和在美国差不多

第二段作者反驳了这个 enduring 的观点，证据是：欧洲同期也发生了好多公司的合并和分离，但是这些国家要么没有出台这样的法律，要么就是法律没有被严格的执行。所以法律导致 industry 的合并和分离的原因不成立。

十九、公司开在同业者附近（4星）

讲同行业位于同一个 location 策略的好处（一个术语，没记住）第一段：传统认为同业保持 distant 比在 close 能获得更多的利润，因为竞争将导致降低利润。[这里有个细节题，是说以下哪种情况是反映了传统的观点，LZ 选店开在一起不会 benefit 的那个]。但是同业开在同一地区（原文用了一个术语战略，不过大意是这样）也不全都是坏处。它的 benefit 表现在两方面：1 是提高 productivity，新技术能在位于同一个地区的同行间传播的更快[这里有个细节题,问 productivity 方面的好处，就是技术传播快]；2.是 demands: （原话忘了）大意是开在一起能把客户都吸引过来，客户能根据自己的 demands 去 evaluate 并选择，同时开在边上的同行也能沾光受益。

然后第二段和第三段都是举了个研究支持 demands 方面的好处。举了 rural 地区开 hotel 的，大致是说尤其在 rural 地区，同业在一起能够减少客户评估商品的 cost。举例 chain hotel 利用其 quality，large hotel 利用 advertise 的策略吸引顾客，也能使周边 smaller hotel 受益。有细节题，关于 chain hotel 和 large hotel 的描述什么是正确的，回到原文就能选了。[LZ 忘细节了]。第三段又进一步分析了以下研究中哪些群体受益，因为没题，LZ 忘了。

二十、专利审核（3星）

讲一个 computer software 要申请专利什么的说要申请专利存在的三个问题什么的

第一个是已存在很多不知名的专利，人们在研究的时候不知道他们想申请的是不是已经是一项专利了；第二个有关于计算机编程方面的专利，专利认定人员本身对 computer software 这个领域不熟悉，他们 lack 专业知识，这里有考题。所以公司管理者们认为目标单一明确的专利容易被审核通过(有考题，问哪个专利容易被通过：好像我选的是一个除草剂还是什么的东西只能给确定一个范围内的 trained 过的农民使用)

第三个由于 patent 颁发者不是专业人士，很多基本代码也被专利了，这里有题。还有就是很多人在研发，但只能授权给一个，导致可能不公平，让一些企业从中渔翁得利。

二十一、恐龙习性 （1星）

一种恐龙吃的是死掉的动物，根据牙齿印判断的，第三段有讲到这种恐龙主要攻击那种 weak armed 的动物，最后有道 infer strong armed 的那些动物是什么情况。

二十二、市场份额和利润（2星）

关于市场份额和利润关系的文章，两段，不到一页。第一段是说以前的观点认为市场份额越大的公司，盈利就会越多，市场份额小的公司，利润最低。第二段说新的研究说明不是这样。市场份额小的公司，如果能 concentrate，或者 cut costs 的话，利润可能跟大公司差不多。倒是那种中间的，做不到聚焦，利润水平最低。市场份额越大，在 60%到 70%（还是 65 到 70 啊，反正大概就是有个范围）这个范围之间的大公司，好像是利润水平也不是最高的。

二十三、太阳能 （3星）

（1）solar energy 比 conventional energy 好，但太阳能的利用有很多制约条件，一是日照，不同纬度吸收光很不一样。地域上高纬度地区冬天日照时间短，云层厚度 etc.，无法在夜间和北美冬季产生足够能源。举例：应用在赤道(equator)周围比较好，能充分利用。
（2）制约条件二是运输。大部分能量在运输过程中损耗了，即使在接近赤道的非洲，常年有充足日照，也因为远距离传输耗能高且无法保存而很难利用。太阳能电站要靠近工业区，因为太阳能不像传统的能源（燃煤）能很好保存，因为传输转换上由于技术限制而造成很大损失，距离太长中间就被电线消耗了。所以为了应用太阳能，应当减少运输的 cost。

二十四、公共资源 （2星）

只有一段，大概意思说衡量一个商品的价值是要看人们愿意为它出多少钱，但是有些物品例如自然资源或公共设施，很难用这种方法去衡量价值；有人提出一种方法就是虚拟 market 的场景，让人们来说愿意为资源出多少钱；但是这种方法是不可行的，有三个原因。1. 人们对这些资源的价值并不十分了解。2. 失忆。。。3. 对于公共资源来说，要有更多的人一起出钱才能决定个人愿意出多少钱。

二十五、美洲大陆移民 （4星）

人类何时到达美洲，还有争议。有种观点认为是 by boat，但是一直以来遭到反对，因为船不能带很多东西，但现在有证据更偏向支持这种观点。反对的人认为最早的美国人是走过去的，但是列了一些证据表明不可能走过去：发现有个已发掘的最早的美国人的 M 什么 site 在 14700 年前，说什么 15700 年前的人类不可能去美国 on foot，所以只有 1000 年的时间让这些人通过陆路。说人们可以通过 COASTAL JOURNEY 沿海岸走，因为爱斯基摩皮船(kayak)太小不太可能做跨海的交通工具。由于 ice age，人类不可能于 15,700 年前通过陆路到达美洲(讲了原因“冰呀，海呀什么的”)。还讲了什么向南走，一个月可以走 20 里。多少年后到了南美。但是旧观点有个问题，就是人移动的速度太快了不合理
第二个假说是，学者 F 提出的新观点：通过海路，支持的理由是坐船移动的速度合理。但是因为冰河融化，当时沿岸可住人的地区现在都在海底，即使有证据也被淹没了。转折，最新海底考古有证据支持沿岸的确有住人，但是这个证据对於支持海路说还是薄弱的。结论是陆路或海路尚无定论，但对於 F 学者提出的海路迁移开始时间点(14,000~15,000 年前)是普遍被接受的。

Transportation to the New World is a big topic for debate. 提出问题 If the early Americans did cruise 巡航 around the continent in canoes and kayaks, might the first settlers have arrived by boat as well? For decades the archaeological community rejected this notion (Ice Agehunters could never have carried all their weapons and left over mammoth meat in such tiny boats!), but in recent years the idea has gathered more support.旧观点反对经由海路假说

One reason for the shift: the nagging 困扰的 problem of just how fast people can make the journey from Alaska to Tierra del Fuego. 旧观点的问题症结点 Consider Dillehay's 14,700-year-old Monte Verde site. According to the previously accepted timeline, people could have made the journey from Asia on foot no earlier than 15,700 years ago(before this time, the ice sheets extending from the North Pole covered Alaska and Canada completely, making a land passage impossible). If this entry date is correct, the Monte Verde find would indicate that the first settlers had to make the 12,000 -mile trip through two continents in only 1,000 years. In archaeological time, that's as fast as Marion Jones(地球上跑得最快的女人). 提出反对旧观点的理由:行走速度太快? One way to achieve this pace , however, would be by traveling along the Pacific coastlines of North and South America in boats. 转折, F 提出海路假说新观点 Knut Fladmark, a professor of archaeology at Simon Fraser University in Burnaby, BC, first suggested this possibility in the 1970s and remains an advocate of a coastal entry into the Americas. If people had a reason to keep moving, he says, they could have traversed both continents in 100 years. 支持理由:速度符合 Fladmark estimates that traveling at a rate of 200 miles a month would have been quite reasonable; the settlers no doubt stopped during winter months and probably stayed in some spots for a generation or so if the local resources were particularly tempting. Fladmark's theory, though enticing won't be easy to prove. 让步,提出缺陷 Rising sea levels from the melting Ice Age glaciers in undated thousands of square miles along the Pacific coasts of both continents. Any early sites near the ocean that were inhabited before 13,000 years ago would now be deep underwater. 新观点的弱点 Recently a few enterprising researchers have attempted to dredge 挖出 up artifacts from below the Pacific. In 1997, for example, Daryl Fedje, an archaeologist with Parks Canada (which runs that country's national parks system), led a team that pulled up a small stone tool from 160 feet underwater just off the coast of British Columbia. 提出证据证明新观点 The single tool, which Fedje estimates to be around 10,200 years old, does establish that people once lived on the now submerged land but reveals little about the culture there. Excavating underwater sites might turn out to be the only way to prove when humans first arrived on this continent.提出对证据的质疑? And for many researchers this is still a very open question 因为证据力不足，海路说尚未定论, with answers ranging from 15,000 years ago to as far back as 50,000 years ago. When Fladmark first proposed the idea of a coastal migration, the entry date of 14,000 or 15,000 years ago was orthodoxy.公认的,持普遍赞同的 结论是有关 F 的新观点的开始时间点(14,000~15,000 年前)是被普遍接受

二十六、玻璃制作（5星） (可达秘题原题重现)

Architects and designers have begun using glass to mak load-bearing structures. Glass is very strong but star to weaken the instant it is made. Even one gas molecul can break a silicon-oxygen bond, generating a tiny fis that grows under stress. Protective coatings can help avoid new cracks but can affect transparency, the main reason for using glass in the first place.

Thus, structural glass is often strengthened by temper which compresses the surface so that more force is nee for the cracks to grow. Heat tempering, the process mo often used, takes advantage of the fact that when glas cools slowly it shrinks and becomes denser. In this process, a sheet's exterior is cooled rapidly, keeping surface less dense. As the hot glass inside cools slow and shrinks to a denser structure, it pulls the surfac inward and compresses it. Tempered glass can still bre but it breaks into more and smaller pieces than untemp glass, which reduces the chance of causing injury.

Tempering alone is usually not enough, however. A primary concern when building with glass is what happens if a component breaks. Unlike other materials, glass does not deform or otherwise give advance warning of failure, so if breakage occurs, maintaining the integrity of the structure is paramount. Lamination helps address this issue: glass sheets are bonded with thin interlayers made of plastic or other polymers; should a glass layer break, the interlayers keep the structure together. But lamination makes fabricating glass for structural uses very difficult. Because cutting into tempered glass causes it to break, each layer of the glass to be laminated must be polished and drilled for connecting fittings before being tempered and bonded together.

Some builders seeking to make glass structures unencumbered by metal or other materials are investigating less common kinds of glass. Conventional glass, called "soda-lime," expands when heated, so welding introduces stresses that can lead to failure. Components made of a less expandable glass could be welded together, forming, in effect, a continuous piece. Other builders are using adhesives to join glass pieces. Unfortunately, adhesives' long-term strength and reliability have not been established.

1

Which of the following most accurately describes the way the second paragraph functions in the context of the passage?

- A It raises a concern to which the next paragraph proposes a solution.
- B It identifies an accepted method that is questioned in the next paragraph.
- C It describes an approach that the next paragraph suggests is insufficient.
- D It offers an explanation that is complicated by information provided in the next paragraph.
- E It explains the details of a process and thus reveals a problem articulated in the next paragraph.

正确答案	C	考点	RC1a RC3

2

Based on the information in the passage, which of the following is most likely true of the less common glass mentioned in the fourth paragraph?

A It would exhibit greater transparency than soda-lime glass.

B It would be easier to laminate than soda-lime glass.

C It could not effectively be welded to soda-lime glass for structural purposes.

D It would provide more advance warning of breakage than soda-lime glass does.

E It would remain bonded by adhesives longer and more reliably than soda-lime glass does.

正确答案	C	考点	RC2 RC3

3

Which of the following most accurately states the main idea of the passage?

A Although working with glass is difficult, its strength and other properties make it desirable as a structural material.

B The challenges presented by the use of glass as a structural material are being addressed in several ways.

C The aesthetic qualities of glass have made it highly desirable as a structural material for some architects and designers.

D The disadvantages of using glass as a structural material are outweighed by the advantages.

E The processes used to make glass suitable for use as a structural material themselves create problems for builders.

正确答案	B	考点	RC1a RC4a

二十七、维他命实验 （2星）

维生素 C 使人寿命延长是未被证明的

第一段：提出维生素 C 的重要性。简要介绍维生素 C。

第二段：提出维生素 C 延长人的寿命（life-span）是没有被证明的。比如当时某教授做实验时候忽略了很多别的因素。所以该理论未被证明。

二十八、定价 （4星）

讲的是两重价格策略，penetration pricing and skimming pricing.

第一段解释两种新的定价策略：讲由于最近经济的发展以前用的 stable pricing 已经不适用了，取而代之的是另外两种 pricing strategy：skimming pricing and penetration pricing. Skimming pricing 就是在产品刚上市的短期以内，趁产品还很有竞争优势，maximize short-term price，等别人的产品优势也赶上来了，再减价。其实也就是，先把价格定在利润最大化价格或者最大化价格，以图在短期取得最大的利润，然后慢慢降价。Penetration pricing 就是在产品上市时定一个比较低的价格，目标在于争取顾客，争取市场份额。

第二段讲由于现在的市场竞争太激烈，产品竞争优势很难保持，（好像是较低的价格也不容易争取到市场份额），更加适用 close to 利润最大化价格的定价策略，即还是采用 skimming pricing 比较好。然后解释原因：(1) 因为现在新商品刚出来的那会的时间在减少-----即新商品刚开发出来的时候别的竞争者海没有开发出于起竞争的商品的时间在减少，直接导致产品的生命周期很短，所以在最短时间内就把成本回收比较好，虽然在这之后商品常常降的比预期的快。企业采用 Skimming pricing 则能从 maximize short-term price 中来 recover research and development costs 的时间就比较短；(2) 采用 penetrate pricing 的目标在于保持长期的优势，但是现在产品在更替太快，所以长期根本都不存在。当然 skimming pricing 也有缺点，作者在最后一句话说，skimming 虽然牺牲了 long-term 的发展，但是作者认为没关系，因为这些产品 no future，意思应该是指产品周期很短，根本没有未来可言，当然是尽量在短时间内回收成本，再投入研发新产品比较重要。

参考阅读:pricing strategies -skimming 定义：The practice of 'price skimming' involves charging a relatively high price for a short time where a new, innovative, or much-improved product is launched onto a market.Price SkimmingPrice skimming is a pricing strategy in which a marketer sets a relativelyhigh price for a product or service at first, then lowers the price over time. It is a temporal version of price discrimination/yield management. It allows the firm to recover its sunk costs quickly before competition steps in and lowers the market price.The objective with skimming is to "skim" off customers who are willing to pay more to have the product sooner; prices are lowered later when demand from the "early adopters" falls.Price skimming is sometimes referred to as riding down the demand curve. The objective of a price skimming strategy is to capture the consumer surplus If this is done successfully, then theoretically no customer will pay less for the product than the maximum they are willing to pay. In practice it is impossible for a firm to capture all of this surplus.成功因素：The success of a price-skimming strategy is largely dependent on the inelasticity （无弹性）of demand for the product either by the market as a whole, or by certain market segments. High prices can be enjoyed in the short term where demand is relatively inelastic. In the short term the supplier benefits from 'monopoly profits', but as profitability increases, competing suppliers are likely to be attracted to the market (depending on the barriers to entry in the market) and the price will fall as competition increases. The main objective of employing a price-skimming strategy is, therefore, to benefit from high short-term profits (due to the newness of the product) and from effective market segmentation. There are several advantages of price skimming? Where a highly innovative product is launched, research and development costs are likely to be high, as are the costs of introducing the product to the market via promotion, advertising etc. In such cases, the practice of price-skimming allows for some return on the set-up costs? By charging high prices initially, a company can build a high-quality image for its product. Charging initial high prices allows the firm the luxury of reducing them when the threat of competition arrives. By contrast, a lower initial price would be difficult to increase without risking the loss of sales volume? Skimming can be an effective strategy in segmenting the market. A firm can divide the market into a number of segments and reduce the price at different stages in each, thus acquiring maximum profit from each segment? Where a product is distributed via dealers, the practice of price-skimming is very popular, since high prices for the supplier are translated into high mark-ups for the dealer? For 'conspicuous' or 'prestige goods', the practice of price skimming can be particularly successful, since the buyer tends to be more 'prestige' conscious than price conscious. Similarly, where the quality differences between competing brands is perceived to belarge, or for offerings where such differences are not easily judged, the skimming strategy can work well. An example of the latter would be for the manufacturers of 'designer-label' clothing. Limitations of Price SkimmingThere are several potential problems with this strategy. It is effective only when the firm is facing an inelastic demand curve. If the long run demand schedule is elastic (as in the diagram to the left), market equilibrium will be achieved by quantity changes rather than price changes. Penetration pricing is a more suitable strategy in this case. Price changes by any one firm will be matched by other firms resulting in a rapid growth in industry volume. Dominant market share will typically be obtained by a low cost producer that pursues a penetration strategy. A price skimmer must be careful with the law. Price discrimination is illegal in many jurisdictions, but yield（产量）management is not. Price skimming can be considered either a form of price discrimination or a form of yield management. Price discrimination uses market characteristics (such as price elasticity) to adjust prices, whereas yield management uses product characteristics. Marketers see this legal distinction as quaint since in almost all cases market characteristics correlate highly with product characteristics. If using a skimming strategy, a marketer must speak and think in terms of product characteristics in order to stay on the right side of the law. The inventory turn rate can be very low for skimmed products. This could cause problems for the manufacturer's distribution chain. It may be necessary to give retailers higher margins to convince them to enthusiastically handle the product. Skimming encourages the entry of competitors. When other firms see the high margins available in the industry, they will quickly enter. Skimming results in a slow rate of stuff diffusion and adaptation. This results in a high level of untapped（未使用的）demand. This gives competitors time to either imitate the product or leap frog it with a new innovation. If competitors do this, the window of opportunity will have been lost. The manufacturer could develop negative publicity if they lower the price too fast and without significant product changes. Some early purchasers will feel they have been ripped-off. They will feel it would have been better to wait and purchase the product at a much lower price. This negative sentiment will be transferred to the brand and the company as a whole. High margins may make the firm inefficient. There will be no incentive to keep costs under control. Inefficient practices will become established making it difficult to compete on value or price.

二十九、环境方法科学性（4星）

第一段是讲对于环保法规的看法。旧的方法是要证明”该物质对于环境有害”才会禁止使用。

这样的方法坏处是有些物质是否有害是不确定的。
新方法叫做"XXXX uncertainty"，意思就是除非"你能够证明这个物质对环境无害"否则都应该先禁止。
第二段是举例说明新方法的理念。有些物质虽然一开始无法证明他有害，但是后来随着科学进步、技术演进才发现有害(hazardous)。
所以基于 xxx uncertainty 的，除非能够证实完全无害，否则应该先禁止再说。
第三段好像是继续说明
整体来说，你可以这样理解....
旧观点：只要暂时没有找到害处，就可以开放使用某物质
新观点：除非你能够证明我用了这东西完全无害，不然我宁可先把你给禁了。

三十、Hispanic（3星）

主题思路：Hispanic 是一种统称，既可以指 Hispanic(peoplefrom Spain)也可以指 Latino(people from Latin America)。这个统称比很可能是政客们(politicians)出于政治目的想出来的，因为这些政治家分不清 H 和 L(Hispanic is useful to politician becausemost of politician cannot distinct the difference between Spanish from Spain orLatin or Mexico or other places)，用 Hispanic 比较笼统就可以避免明确指代而可能造成的错误。这个统称更官方(official recognition)/不单纯讲血统，虽然不是由该群体自己想出来的，却得到广泛应用/被很多社会团体(group)使用/接受这样的称呼，更有文化含义。some people view Hispanic as agroup of people who share the same background and culture.

三十一、美国黑人劳动力（4星）

开始说法律自己允许黑人自由了，为什么还是很少的人往北走呢。传统认为，黑人没有北方就业市场的信息。但不是这样的，有一些人过去就表明应该不存在信息障碍。然后作者说，南方通过了一部法律，这一部法律是 attempt to 限制信息的流通，因为对南方劳动力供给有影响(寂静上说该法律限制了人的流动，但考虑到作者已经认为信息是无障碍的，那么这部法律应该不是主要的限制). 而且关于法律的描述我感觉比较奇怪，既然作者已经提出了信息无障碍的说法，为什么要用 furthermore 来引导对该法律的描述呢?应该是转折啊...然后继续说，如果要证明信息无限制，我们就需要看到在 1870..1910 之间确实有黑人往北方走。紧接着这一句话，作者提出了该证据(题目问这个证据的作用). 然后就说，你们看吧，确实信息无限制吧...在对该证据进行描述时，作者说到了，黑人去北方找到的工作都是因为一战后欧洲移民减少的缘故...然后在最后一句话用肯定的语气说，黑人之所以不往北走，是因为他们之前认为北方的人喜欢雇佣欧洲人，他们去了也没意义...
南方确实出台了一个法律，但这个法律是用来控制信息的流通，而不是直接控制人的流动。文章在最后一句话认为，之所以 African American 不往北走是因为，刚开始他们觉得北方人更加 prefer 欧洲移民。所以最后一句话才是这个 puzzle 的真正原因。

三十二、环保技术　（3星）

工厂通过采用新的环保科技－第一段写大多数人都认为采用新的环保科技，是会增加成本，

对企业不利。其实不然，企业可以从两方面获利，1. 新的科技可以让企业从 end to end xx 一个端到端的死流程，（第一个问题，作者认为端到端的 traditional 的模式有什么特点，反正选不好那个）演变到运用新科技使生产更加有效。第二段写工厂可以有别的工厂没有的竞争力，一个新的技术需要很长一段时间的适应，不是其他工厂想模仿就可以马上实现的。举例子，一个工厂开始实用这个新技术，不能完全复制到其他工厂，必须是 customized.

三十三、动物体形（2星）

动物体型(母鸭子 bodysize 和领地范围大小的关系,但是文章大部分讲的是 bodysize 以外的 factors) 分别有几组有关影响 competence 的对比:
年轻的母鸭子 vs 老的母鸭子:年轻虽然大但是舒适性差,老的小但是比较舒服
Wetland 越大，竞争性越小，领地越大. 树林越茂密

三十四、选择越多使更有利于做出选择（3星）

一开始就提出了一个心理学的现象，说 consumer 当面对更多的 choices 的时候 会更难以选择。 举了第一个实验例子，理论上来说，当遇到 smaller assortment 和 larger assorment 的时候，客户会倾向于选择 larger 的。但是！！实验结果表明：当实验对象面临 6 个一套的 jam 和 20 个一套的 jam 的两个选择是，会选择 6 个的。因为 20 个的 choice 太多了 会难以选择。

然后继续给了另一个人的实验例子，只吃第一组的结论。表示选择越太多对于 consumer 不是一件好事。除非！！！ 一种例外，是说 some consumers 在买东西之前已经有明确的目标或者偏好了（preference），把这种情况叫做, satisfying" （就是即使给了很多选择依然可以做决定）as opposed to "maximizing" 就是之前说的 给很多选择难以做决定。 at least some of the consumers in the first experiement is not "satisfying" (大概就是说第一个实验中的部分人还是符合 MAXIMIZING 的 所以不属于 satisfying）main point 是选了一个含有 psychological 单词的。 意思就是从客户心理研究他们的消费习惯之类之类的。

三十五、法国的着装和阶级（4星）

第一段是在法国封建时期，平民都买不起贵得衣服首饰，所以贵的穿着是身份得象征，贵族之间也是通过穿着分高低得。然后出台了一个法律更加严格地规定，什么层级的人穿什么样的衣服，某些首饰衣服职能贵族能穿,来保证的 luxury 属于他们，也保证了 luxury 的区分性（区分不同阶级）
第二段是，随着贵族不行了，这种服装的 system 也渐渐 erode 了。rising middle class 开始有钱买 luxury (翻译：中产阶级撅起了，他们也有钱买华丽的服饰，然后穿不同的衣服来彰显个性了) 贵族不开心了，出台了更严格地法律来规定，平民不准穿 luxury。到了 XX 皇帝时期，贵族居然明确规定，法律甚至都细到规定金的什么配饰拉这些细节的东西，平民不可以穿 gold and golden button。 只能是某个等级的人佩戴。but this law didnt discourage 平民想买 luxury 的热情。然后刮起了 fashion 的风潮，当时衣服更新换代都很快。
P3：终于在法国大革命的时候，有一个 decree 规定了：不管任何人任何性别都没有阻止别人穿什么的权利，人们想穿什么就穿什么。至此，法国服装等级的 system 就彻底结束了。

三十六、地震（1星）

地壳运动和两种 lone wave 和 short wave 对区域大小影响的

三十七、恐龙血 (不确定) （2星）

Scientists studying the physiology of dinosaurs have long debated whether dinosaurs

were warm- or cold-blooded. Those who suspect they were warm-blooded point out that dinosaur bone is generally fibro-lamellar in nature; because fibro-lamellar bone is formed quickly, the bone fibrils, or filaments, are laid down haphazardly. Consistent with their rapid growth rate, warm-blooded animals, such as birds and mammals, tend to produce fibro-lamellar bone, whereas reptiles, which are
slow-growing and cold-blooded, generally produce bone in which fibrils are laid down parallel to each other. Moreover, like the bone of birds and mammals, dinosaur bone tends to be highly vascularized, or filled with blood vessels. These characteristics, first recognized in the 1930's, were documented in the 1960's by de Ricqlès, who found highly vascularized, fibro-lamellar bone in several groups of dinosaurs. In the 1970's, Bakker cited these characteristics as evidence for the warm-bloodedness of dinosaurs. Although de Ricqlès urged caution, arguing for an intermediate type of dinosaur physiology, a generation of paleontologists has come to believe that dinosaur bone is mammalianlike. In the 1980's, however, Bakker's contention began to be questioned, as a number of scientists found growth rings in the bones of various dinosaurs that are much like those in modern reptiles. Bone growth in reptiles is periodic in nature, producing a series of concentric rings in the bone, not unlike the growth rings of a tree. Recently, Chinsamy investigated the bones of two dinosaurs from the early Jurassic period (208-187 million years ago), and found that these bones also had growth rings; however, they were also partially fibro-lamellar in nature. Chinsamy's work raises a question central to the debate over dinosaur physiology: did dinosaurs form fibro-lamellar bone because of an innately high metabolic rate associated with warm-bloodedness or because of periods of unusually fast growth that occurred under favorable environmental conditions?

三十八、mutual fund （3星）

P1：mutual fund 并不比指数 fund 更 profitable，即使是在刨去佣金的情况下。mutual fund 的业绩一般是通过跟同时期指数的表现比较得出的，发现 mutul fund 的平均 表现远逊于指数，哪怕是算上他们高额的管理费抽成.
P2: 但人们还是喜欢买高手续费的 mutual fund，因为它基于基金经理 historical performance.
但是过往的表现好并不代表将来也会好（高亮，考这句的作用）。在经济行情差的时候，这 个策略很有可能不好用。而且，现在的电脑自动化操作完全可以自动应用这些基金经理的成 功策略，并且佣金更便宜。但是 intermediate(应该是经纪人）没有 incentive 来做这件事情，因为他们收到的钱少了，所以这个自动化投资 fund 并没有被推广。

三十九、销售策略（1星）

有一篇讲销售策略的，用食品做例子，主要是说产品的 low-conveience and high-conveience. 举个例子说做一杯小的 ICE tea and big pitch ice tea 其实工作量差不多。

四十、anti-feminist （3星）

对某学派关于 anti-feminist 的误解
一直以来大家对某个学派 anti-feminist 的误会。对于那些“反对女性该有投票权 suffrage 的 人”，人们普遍认为她们是认为“女性应该 domestic，待在家里做家务”。（考点：人们认为 anti-feminist 对女性是怎么想的）还打了个比喻。最后一句转折，说其实不是大家想

的这样， 从某个 journal 可以发现他们并不是这样想。
（2）具体解释。这个学派的一个杂志中，某两个作者其实是 urge women for their rights。他们其实是认为妇女不想有投票权是因为有些女性不想获得选举权，她们认为一旦获得选举权就势必要倒向某个政党，从而失去宝贵的中立性，进而影响自己在社会活动中的作用。

四十一、农耕（1星）

apply new technology to farm 的好处是。。。。。。However（注意这里有题！）应用 new tech 未必就好，原因是别人可以模仿你的方法，从而挤占市场份额啥的。。。

四十二、Cartier和控制价格（3星）

将 Cartier，就是商科应该都懂，和垄断差不多的东西。 第一段一开始简单说了一下它 的定义和相关信息，然后说了在一些行业国家会保护其有足够的供给，然后是价格下降。所 以国家的一般做法是发配额，然后说了其后果，然后说了尽管有些 member of cartier 会为 了自己的利益，不会生产配额那么多的产量，从而提高价格，但是由于管制的作用，大部分 人还是会遵守国家的规定产出足够的供给。 第二段就说了有一个更好的方法使国家可以施加管控，就是国家向企业高价收 购，从而保护行业，也能够是大家可以获得足够低价的产品，举了农业的例子， 大概意思应该是国家向农民收购高价收购粮食，农民就可以获利了，然后大家也 有足够的粮食吃了，大概是这个意思吧，我自己是加上自己的理解，英文句子忘 记了。 大概就是说后面一个方法比前面的好的意思吧. 问的问题有问一个主旨，然 后问了一个，excess quantities‘ 是指什么意思，我好像选了使价格下降的过量的数量这个 答案(不知道表达的好不好)。

四十三（0星）

作废

四十四、consumer complaint （2星）

员工对于客户投诉，是否会降低他们的 commitment 那篇。
第一段说 由于 management expectation 和 customer expectation 之间的 conflict，会导致 employee 被加在中间。这个会导致 employee 有负面情绪，从而降低对于 customer 的 commitment。

第二段说有些 employee 是 positive 的就会对这种抱怨产生好的想法，negative 的就会收到消 极影响。但是目前 research 只支持前面那个说法，不能证明后面那个说法。应该是因为 negative 的人也不会对自己工作有期待，所以对于客户的 complaint 比较中立。

四十五、女性选举 vote （3星）

女性获得选举权后政治影响力下降
说 1920 年之前，美国妇女没有选举权（suffrage），但是美国妇女对政治啊什么的影响力其 实还是挺大的。这些妇女组织了个 Congress of national mothers (类似妇女社团大会)，由于 她们没有选举权，所以很独立公正（对一些法案的立场等），结果影响超大。1920 年后，妇 女获得的选举权，但是妇女对政治的影响力反而下降了，因为一部分妇女认为她们可以用 Voter 来支持她们的意愿，这样那个类似妇女大会的东东就没人积极参与了。还说，这一点 儿在一个叫 T 的法案上（大约是 1921 年吧，好像是针对妇女和家庭相关的法律）表现的 尤其突出，本来那帮政治人物担心妇女来捣乱，结果发现妇女投票的变现情况已经和男人们 的一样了，这帮人松了一口气，所以，说等到 Late of 1920S 这个法案在做 renew 的时候， 他们已经完全不担心妇女来反对什么之类的。

四十六、企业转型（2星）

以前有人认为其实企业从资本还是什么密集型产业转为技术密集型并不会给企业带来太多好处，比如由于信息资源共享，其他企业可以搭便车什么的。但是作者认为其实是有的，列了两点原因加一个例子，有一点好像是如果企业率先研发了一门提高生产力的新技术，由于外部信息延迟其他企业并不能很快得知这么技术，因此该企业可以获得额外效益。

四十七、蜂蜜（4星）

P1 蜂蜜的颜色

主要讲通过市面上卖的蜂蜜颜色比较统一，但是 raw 的有很多种颜色怎样怎样的，说消费者 比较注重蜂蜜的颜色， 说蜂蜜大多数都是混合蜂蜜，来自不同的花朵。普通蜂蜜装在塑料瓶里面，好一点的装在玻 璃瓶里。但是都来自不同花。说品质不同什么的 蜂蜜的颜色常常会影响其销量，因为顾客有比较偏爱的颜色，认为颜色和口感挂钩。事实上

蜂蜜颜色是由花粉来决定的，颜色有很多不同。 虽然大街上卖的蜂蜜都是亮晶晶的黄色，其实不同花朵的蜂蜜颜色不同，卖到市场的是各种 蜂蜜的混合。但是对于养蜂者来说，颜色还是很重要，因为美食家们会尝出细微的区别，越 明亮的越好。

P2 人工测试蜂蜜颜色的方法

讲了一种人工测试蜂蜜颜色的东西，是一个类似 scale 的东西，人工进行比对。 现在常用的颜色确定方法是把蜂蜜放在一个什么 box 里面，然后和比色卡进行比对（差不 多应该是这个意思，名词不记得了），找到和其最相近的颜色从而进行判定； 以往鉴别蜂蜜的方式是 Pf-scale, 基本上是由人工肉眼辨识出颜色, 对照这个 Pf-scale 上的色 条, 然后订出最后的蜂蜜色泽.

P3 上面的方法太主观，提出了一种新的测试方法；进一步的测试，PH 值

最后！说可以用 pH 测评技术，就是 wine 的那种，应用到蜂蜜。 现在有一种新的方法，就是利用不同颜色和深浅对光波的吸收程度不同来判断蜂蜜的颜色。 先用不同的光去照蜂蜜，然后 computer 根据其吸收情况计算并推断其颜色。最后说了一句： analyst 希望这种方法能够被应用，就像其被应用在 wine 上一样。说某个公司发明了一种电脑软件，可以测量蜂蜜颜色并且不主观，方法是用灯照射蜂蜜，看 蜂蜜吸收光亮的程度，然后根据电脑里面的图像，可以画出 P 值是多少。该公司希望通过这 个方法，同该公司发明的葡萄酒的 PH 值电脑测量一样，可以杜绝第二段提出的主观。

四十八、盐（3星）

第一段是说地面下什么原因形成的盐可以通过剧烈的地质运动可以到地表上来，这里我记得出了一道题，是在描述这个过程的时候说这个过程有悖于大家之前的理解

第二段是说这些盐的表面会积压一些 sand，dust 之类的东西，这些东西受到引力作用会 compress，但是盐是不会的，所以时间长了，上面覆盖的密度会大于下面的盐，这里举了一个例子说就像水在油上面，非常不稳定，稍微有一些什么影响，下面的盐就会浮到表面上，第三段就说这样的一种过程对 oil 和 gas 的发现和探测有很大的帮助，说了具体的原因，然 后最后一句是说通过研究 o 打头的东西可以帮助我们更好的发现 oil 和 gas，

四十九、城市扩张（4星）

P1 以前对于城市扩张的研究都是依据推测，最近发明一种方法，可以通过卫星图片检测 讲

的是有个 team 为了研究这个 development，把 1970 拍的高空云图和现在拍来的卫星图都找来研究道路之类的。曾几何时，科学家曾经猜测各种与人口分布越来越稀有关的原因，但由于技术所限，不明所 以。后来卫星技术虎了，对比 1996 和 1983 年的城市及郊区及乡镇高清俯瞰照，有了新的 说法。
P2 讲了三种因素对城市扩张的影响。他们是 CLIMATE,HILLS,WATER。这三种都是有影响的 是讲的 climate, hills, mountains 里这种 development 的发展，意思是发展的还蛮好。（此处应有考点，hill 和 mountain 比较的题目，hill 有助于城市聚集，但是 mountainous 地区会是 city scattered。）段尾提到城市地下水使 spraw 更 scattered，因为城市控制地下水，汲水更贵， rural 地区 inexpensive，因此控制地下水资源对 sprawl 有影响。 他们首先发现 climate 是一个原因，in mild ，climate, people tend to spread out. 还发现 hill 和 mountain 也是原因，hill 是引起人们在 hilly 地方建造的成本，而 mountain 则是 barrier，
P3 讲了道路系统对城市没有影响。虽然以前一直认为有。 曾经的猜测，路影响人们分布是没道理的。路的多少，长短，状况跟人群越来越散没毛关系， 此处无题。
P4 讲了城市行政划分对城市扩张没有影响。虽然以前一直认为有 一个是法规的制约，他们发现也没有什么用，但是解释说可能是由于人们倾向于住在城市边 缘正好外面的地方，这样可以不受约束；然后他们发现有些 common wisdom 还是有用的。 然后提到说由于城市的建设需要纳税人的钱，所以纳税人更倾向于向一些基础设施比较便宜 的地方发展。 曾经的猜测，市政建设影响人们分布也是没道理的。政府大力投资排水，交通，医疗等系统， 并未影响人们的迁移。唯一有可能有那么点的关系就是：人们为了避税(市区税和郊区税不 一样)
P5 总结 最后一段是说，随着发展，没被证实的原因也不是都不对的
综上所述：真正的影响人们住的越来越分散的原因尚未得知，有待进一步勘察。

英文背景文章（可看可不看）

A View Of Urban Sprawl From Outer Space Recent urban development in Los Angeles is less scattered than recent development in Boston. Miami is America's most compact big city and Pittsburgh is most sprawling. Changing the number or size of municipal governments in a metro area has no impact on whether or not urban development is scattered, but controlling access to groundwater does【控制地下水 has impact on 是否城市发展呈分散化】

These are among the startling findings from a University of Toronto-based team of researchers who used satellite data and aerial photography to create a grid of 8.7 billion data cells tracking the evolution of land use in the continental United States. Matthew Turner and Diego Puga of the University of Toronto, Marcy Burchfield of the Neptis Foundation, a Toronto-based organization focused on urban and regional research, and Henry Overman of the London School of Economics present their findings in the May issue of The Quarterly Journal of Economics, in a paper entitled Causes of Sprawl: A Portrait（标本，模型） from Space. Heavily illustrated with Geographic Information System images, the paper challenges conventional wisdom about urban sprawl and presents a vivid and detailed picture of land consumption in America's cities.【新研究出现】

Though urban sprawl is widely regarded as an important environmental and social problem, according to the authors, much of the debate over sprawl is based on speculation. The data to conduct detailed and systematic measurement of how and where land is converted to urban use has, until now, simply not been available. Despite widespread interest in the topic, "we know next to nothing（差不多没有）about the extent to which development is scattered or compact, and how this varies across space," they write. 【新研究的局限：based on speculation】

The authors merged high-altitude photos from 1976 with satellite images from 1992 (the most recent available) to create a grid of 8.7 billion 30-metre by 30-metre cells that tracks land use changes nationwide. "The data set we've constructed is unprecedented（空前的） in that we have coverage of the whole continental United States with a very high degree of accuracy for two time periods. That's never been done before," says Turner.【新研究的优势：覆盖面广，精确性 accuracy】

The new high-resolution data allow the authors to observe the amount of open space in the neighborhood of every house in every U.S. city. Since development is more scattered when there is more open space around a house, the authors measured urban sprawl by calculating the average amount of open space in the neighborhood of a house in each city.【measure urban sprawl 的具体方法】

They found that more recent residential development is not any more（不再） scattered than development was in 1976. Forty two per cent of land in the square kilometre surrounding the average residential development in 1976 was open space, compared with 43 per cent in 1992. "While a substantial amount of scattered residential development was built between 1976 and 1992, overall residential development did not become any more biased toward such sprawling areas."【结论 一：scatter 现象不再明显了】

The authors are quick to point out that any one household would have seen much change in the study period, but that "if we zoom out and look at the city from a distance, we see little change, at least in terms of the proportions of sprawling and compact development: the new city is just like an enlarged version of the old city."
【结论二：虽然 household 的变化大，但实际 city 的 sprawling 并不明显。】

Overall, Boston is less scattered than Atlanta, however recent development in Boston has been less compact than recent development in Atlanta. Miami, San Francisco and Los Angeles were the most compact major cities, while Pittsburgh and Atlanta were the most scattered.
The authors also investigated why some cities are more sprawling than others. They found that a city's climate, topography and access to groundwater account for 25 per cent of the nationwide variation. When the climate is temperate, people spread out to have more space to enjoy the weather.【研究城市之间 sprawling 的不同：1， 适度气候导致人们 spread out】
Hilly places see more scattered development as people avoid the costs of building on hillsides but mountains act as a barrier and lead to more compact development. Places with easy access to groundwater see more scattered development, since people can supply remote houses with water by drilling inexpensive wells rather than paying for water lines. 【研究城市之间 sprawling 的不 同：2，avoid cost of building on hill】

五十、牙齿研究（3星）

P1说是科学家推断很久以前的动物具有什么特性 都是通过化石的一 些特征 然后对比现在也有这个特征的动物 然后通过现在这个动物的习性来推断以前动物的习性。然后说其实这个假设是不对的，虽然远古动物A和现在动物B他们有一样的器官，但是远古动物可能并不是和现在动物一样用这个东西。

P2举了个例子（这个说明那些科学家是怎么推断的）举的是原始人类有个JAW下颌怎么怎么样，，，反正好像是和现在的猿类相比？。。。（集体忘了）推断 出原始人类比现在的人吃得多。。。。反正这段就是举例说明以前科学家怎么推断的，

P3说但是这个假设是错误的，以为考古发现了一个什么东西（专有名词忘了）他有个什么东西 牙齿吧之类的，现在的动物这种类型的牙一般吃硬的东西还是吃什么什么的，但是这个动物他是不吃这样的东西的，因为牙齿的磨痕？？？ 忘记了。 就是说远古时候虽然一些动物有一些器官，但是他们不用。所以用相同的器官推断生活习性是不对的。