

KISS Logic ('18 6 순서&삽입)

1.

It takes time to develop and launch products. Consequently, many companies know 6–12 months ahead of time that they will be launching a new product.

- (A) This marketing technique is called demand creation. It involves creating a buzz about a new potentially revolutionary nutrient or training technique through publishing articles and/or books that stimulate the reader's interest. Once this is done, a new product is launched.
- (B) Over a series of issues, you begin to see more articles discussing this new nutrient and potential to enhance training and/or performance. Then, after 4–6 months, a new product is coincidentally launched that contains the ingredient that has been discussed in previous issues. Books and supplement reviews have also been used as vehicles to promote the sale of fitness and nutrition products.
- (C) In order to create interest in the product, companies will often launch pre-market advertising campaigns. In the nutrition industry, articles are often written discussing a new nutrient under investigation.

- ① (A)–(C)–(B) ② (B)–(A)–(C) ③ (B)–(C)–(A)
 ④ (C)–(A)–(B) ⑤ (C)–(B)–(A)

2.

There's a direct counterpart to pop music in the classical song, more commonly called an "art song," which does not focus on the development of melodic material.

- (A) But the pop song will rarely be sung and played exactly as written; the singer is apt to embellish that vocal line to give it a "styling," just as the accompanist will fill out the piano part to make it more interesting and personal. The performers might change the original tempo and mood completely.
- (B) Both the pop song and the art song tend to follow tried-and-true structural patterns. And both will be published in the same way—with a vocal line and a basic piano part written out underneath.
- (C) You won't find such extremes of approach by the performers of songs by Franz Schubert or Richard Strauss. These will be performed note for note because both the vocal and piano parts have been painstakingly written down by the composer with an ear for how each relates to the other. [3]

*embellish: 꾸미다 **tried-and-true: 유효성이 증명된

- ① (A)–(C)–(B) ② (B)–(A)–(C) ③ (B)–(C)–(A)
 ④ (C)–(A)–(B) ⑤ (C)–(B)–(A)

3.

The net effect of this was that, although customers benefited, the banks lost out as their costs increased but the total number of customers stayed the same.

In mature markets, breakthroughs that lead to a major change in competitive positions and to the growth of the market are rare. (①) Because of this, competition becomes a zero sum game in which one organization can only win at the expense of others. (②) However, where the degree of competition is particularly intense a zero sum game can quickly become a negative sum game, in that everyone in the market is faced with additional costs. (③) As an example of this, when one of the major high street banks in Britain tried to gain a competitive advantage by opening on Saturday mornings, it attracted a number of new customers who found the traditional Monday-Friday bank opening hours to be a constraint. (④) However, faced with a loss of customers, the competition responded by opening on Saturdays as well. (⑤) In essence, this proved to be a negative sum game.

4.

Human beings discovered this art thousands of years ago, and they have invented several devices to make it easier and faster.

In fiber processing the word 'spinning' means two quite different things. (①) One is the formation of individual fibers by squeezing a liquid through one or more small openings in a nozzle called a spinneret and letting it harden. (②) Spiders and silkworms have been spinning fibers in this way for millions of years, but chemists and engineers learned the procedure from them only about a century ago. (③) In the other kind of spinning—sometimes called throwing to prevent confusion with the first kind—two or more fibers are twisted together to form a thread. (④) The ancient distaff and spindle are examples that were replaced by the spinning wheel in the Middle Ages. (⑤) Later came the spinning jenny, the water frame, and Crompton's mule—spinning machines that became symbols of the Industrial Revolution. [3]

*distaff and spindle: 실을 감는 막대와 추