

# Chapter 1 Basic Economic Concepts

## *BusinessWeek* Reader Case Study

### "From Adversity, Software Success"

**Directions** Read the *BusinessWeek* Reader on page 14 of your textbook and answer the questions.

#### Literal Comprehension

1. Why was Mr. Jetter hospitalized in 1994?

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2. To whom did the Jettets turn over the marketing of their computer program?

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3. According to the article, what is mind-mapping?

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#### Making Inferences

4. According to the article, what are some things that a computer can help you do?

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#### Critical Thinking

5. Do you think that MindJet is a good name for the Jetter's company? Write a few sentences to explain your answer.

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