

Chapter 12 Money and Financial Institutions

BusinessWeek Reader Case Study

“Peter Kight’s Excellent Adventure”

Directions Read the *BusinessWeek* Reader on page 203 of your textbook and answer the questions.

Literal Comprehension

1. What was Peter Kight managing in the late 1970s?

2. What did Mr. Kight find to be his biggest challenge while operating his clubs in Texas?

3. What is the name of Mr. Kight’s current Atlanta – based company?

4. What service does this business provide?

Making Inferences

5. Why might Peter Kight choose his parents’ basement as the location to start his new business venture?

6. As Mr. Kight’s innovation becomes more common with similar clubs, what might become a requirement of club members?

Critical Thinking

7. Many fitness clubs now require that their members agree to electronic transfer of membership dues from their bank accounts. While there are many benefits to electronic payment, there are also drawbacks such as fraud or failure of technology. How do you feel about this type of payment method? Explain your answer.

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