

Chapter 18 Technology in the Workplace

BusinessWeek Reader Case Study

“Math Will Rock Your World”

Directions Read the *BusinessWeek* Reader on page 318 of your textbook and answer the questions.

Literal Comprehension

1. To what is Inform Technologies LLC compared?

2. What two branches of math are involved in analyzing articles?

3. In what language are the articles that undergo analysis written?

4. What two aspects of the articles are used to group those that are related?

Making Inferences

5. The article mentions that Mr. Goldman works on Wall Street. In what type of work is he probably involved?

6. If you were a customer of Inform Technologies LLC, would you be likely to get many news feeds you would glance at quickly and discard? Why?

Critical Thinking

7. Why do you think it is “almost impossible to conjure up in our earthbound minds” something that has near-infinite dimensions?

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