
Chapter 32 Extended Product Features

Section 32.1 Warranties

Digital Nation Activity: Online Forums Boost Loyalty

Directions Locate an official online forum provided by a company that interests you. Major brands with online forums include Adobe[®], Best Buy[®], Verizon[®], AT&T[®], Microsoft[®], LG[®], Dell[®], Apple[®], and Southwest Airlines[®]. Visit and explore the forum and answer the following questions.

1. What is the stated purpose of the forum?

2. What kind of content is posted there?

3. Is the forum moderated? Do representatives from the company participate?

4. Read the forum guidelines. What kind of content is encouraged? What kind of content is discouraged?
