

Chapter 5 Entrepreneurship

BusinessWeek Reader Case Study

“Get Creative! How to Build Innovative Companies”

Directions Read the *BusinessWeek* Reader on page 78 of your textbook and answer the questions.

Literal Comprehension

1. What is eclipsing the Knowledge Economy?

2. According to the article, the U.S. has outsourced its manufacturing to which part of the world?

3. What competencies are becoming important to American companies?

Making Inferences

4. The article states, “if you work for Procter & Gamble or General Electric,” you may already know about the “new conversation under way across America.” Why might this be true?

5. Why is the U.S. outsourcing manufacturing and analytical work?

6. Why are Chinese, Indians, Hungarians, Czechs, and Russians doing highly-skilled work that was once done exclusively by Americans?

Critical Thinking

7. Why are companies striving to be more innovative?

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