

Chapter 22 Making Consumer Decisions

BusinessWeek Reader Case Study

“All Together Now”

Directions Read the *BusinessWeek* Reader on page 391 of your textbook and answer the questions.

Literal Comprehension

1. In which U.S. city is Michael Richards & Associates located?

2. How many employees did Mr. Richards have at the time of the article?

3. How did Mr. Richards and his employees use the online workspace WebEx WebOffice?

4. How much money does Mr. Richards think he will save in administrative salaries by using WebEx?

Making Inferences

5. What is a possible reason for the learning curve discussed in the article?

6. What is a possible reason for Michael Richard to seek the type of software that WebEx offers?

Critical Thinking

7. If you were a client of Richards & Associates, would you be apprehensive about using such software as WebEx? Explain your answer.

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