**Lessons in Business**

**Directions**: *Read* Lessons in Business*. Use your own words and complete sentences to answer the questions.* *You* ***MAY NOT use any outside resources****.*

**Part 1: Main Idea**

1. What is the main idea of paragraph D? (1 point)

2. What is the main idea of paragraph F? (1 point)

3. What is the main idea of paragraph H? (1 point)

4. What sentence in paragraph *I* would support the idea that “successful entrepreneurs should not trust experts…”? (1 point)

**Part 2: Looking for Details**

1. In what kind of business did Guy Kawasaki first work? (1 point)

2. What is one very important thing that Guy Kawasaki learned early in his career? (1 point)

3. Is it important for entrepreneurs to make predictions about people? Why or why not? Support your answer with examples from the reading. (3 points)

4. Why is it important for products to have good looking designs? Give two reasons. (2 points)

5. What two pieces of advice would help business people use social media to sell products? (2 points)

6. How should successful entrepreneurs use expert advice? Give two things they should do. (2 points)

**Part 3: Vocabulary Work**

1. In paragraph A, what is the meaning of the word *entrepreneur*? (1 point)

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Use *entrepreneur* in your own original sentence.

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2. In paragraph G, what is the meaning of the word *design*? (1 point)

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Use *design* in your own original sentence.

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3. In paragraph H, what is the meaning of the word *simplify*? (1 point)

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Use *simplify* in your own original sentence.

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4. In paragraph I, what is the meaning of the word *accurate*? (1 point)

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Use *accurate* in your own original sentence.

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**Part 4: Opinion and Inference**

1. Would Guy Kawasaki agree or disagree with the following statement: *Understanding why and how people behave is only a very small part of being an entrepreneur*. Why would Kawasaki agree or disagree? Use examples from the reading to support your answer. (2 points)

2. Below is a description of two types of bosses:

* **Type X**: The boss never sets a schedule for her employees, and does not set goals for them. The employees love the boss because she is very easy to work for.
* **Type Y**: The boss has very tough requirements for her employees. She always gives them new tasks and projects, and she yells at them when they do not finish something on time.

Which type of boss will get better results from her employees? Why do you think so? Use examples from the reading to support your answer. (2 points)

3. Do you agree with Guy Kawasaki when he says “successful entrepreneurs should not trust experts…”? Why do you agree or disagree? (2 points)