

Unit 2: Crossing Cultures

Reading 2: What's in a Name?

Answer the questions as you read.

1. What idea or topic does paragraph 1 introduce? _____

2. Why is this important for businesses? (paragraph 2) _____

3. In which paragraph is the main idea for the whole reading introduced? In which sentence? _____

4. What are two simple guidelines for choosing a brand or product name? (paragraph 3)

5. Why do some companies use foreign branding? (paragraph 4) _____

6. What is the purpose of the example of the fashion brand Kimono? (paragraph 5)

7. What does the writer do in the conclusion or last paragraph? _____
