

Unit 6: Savvy Shoppers

Reading 1: Keeping Customers Happy

Answer the questions as you read.

1. According to the first paragraph, why are some customers not happy with their purchases? _____

2. Why do some companies pay for fake reviews? (paragraph 2) _____

3. Complete the cause-effect chains. (paragraph 3) _____
 - a. customers want low _____ → companies need to _____ prices
 - b. lower _____ → limits how much companies can _____ prices
 - c. some companies sell customer's _____ → they make more _____
→ they can _____ better prices than their competitors
 - d. these companies increase _____ in the short term → customers
unlikely to buy from companies that don't _____ their data → eventually
these businesses _____ customers
4. What does *their situation* mean in this sentence: "Some companies sell goods that are difficult to make environmentally friendly and simply accept *their situation*"? (paragraph 4) _____

5. What does the writer do in the conclusion? (paragraph 5) _____
