

## Unit 4: Leading Business

### Reading 1: Columbia's Digital Disruptor

Answer the questions as you read.

1. What is the purpose of the paragraph in italics (before paragraph 1)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. How did Gutiérrez's grandmother help him with his self-confidence? (paragraph 2)  
\_\_\_\_\_  
\_\_\_\_\_
3. What trend was starting in places like the U.S., Mexico, Argentina, and Brazil?  
(paragraph 3) \_\_\_\_\_  
\_\_\_\_\_
4. What does the word *stable* mean in the second to last sentence of paragraph 3?  
\_\_\_\_\_  
\_\_\_\_\_
5. What evidence does the writer provide that Tappsi became successful? (paragraph 4)  
\_\_\_\_\_  
\_\_\_\_\_
6. What can you infer Gutiérrez's father thought of Gutiérrez and his partner's decision  
not to sell Tappsi in 2013? (paragraph 4) \_\_\_\_\_  
\_\_\_\_\_
7. In the example Gutiérrez gives, what are the farmer's three problems? (paragraph 6)  
\_\_\_\_\_  
\_\_\_\_\_
8. If he could start over, what advice would Gutiérrez give his younger self? (paragraph 7)  
\_\_\_\_\_  
\_\_\_\_\_