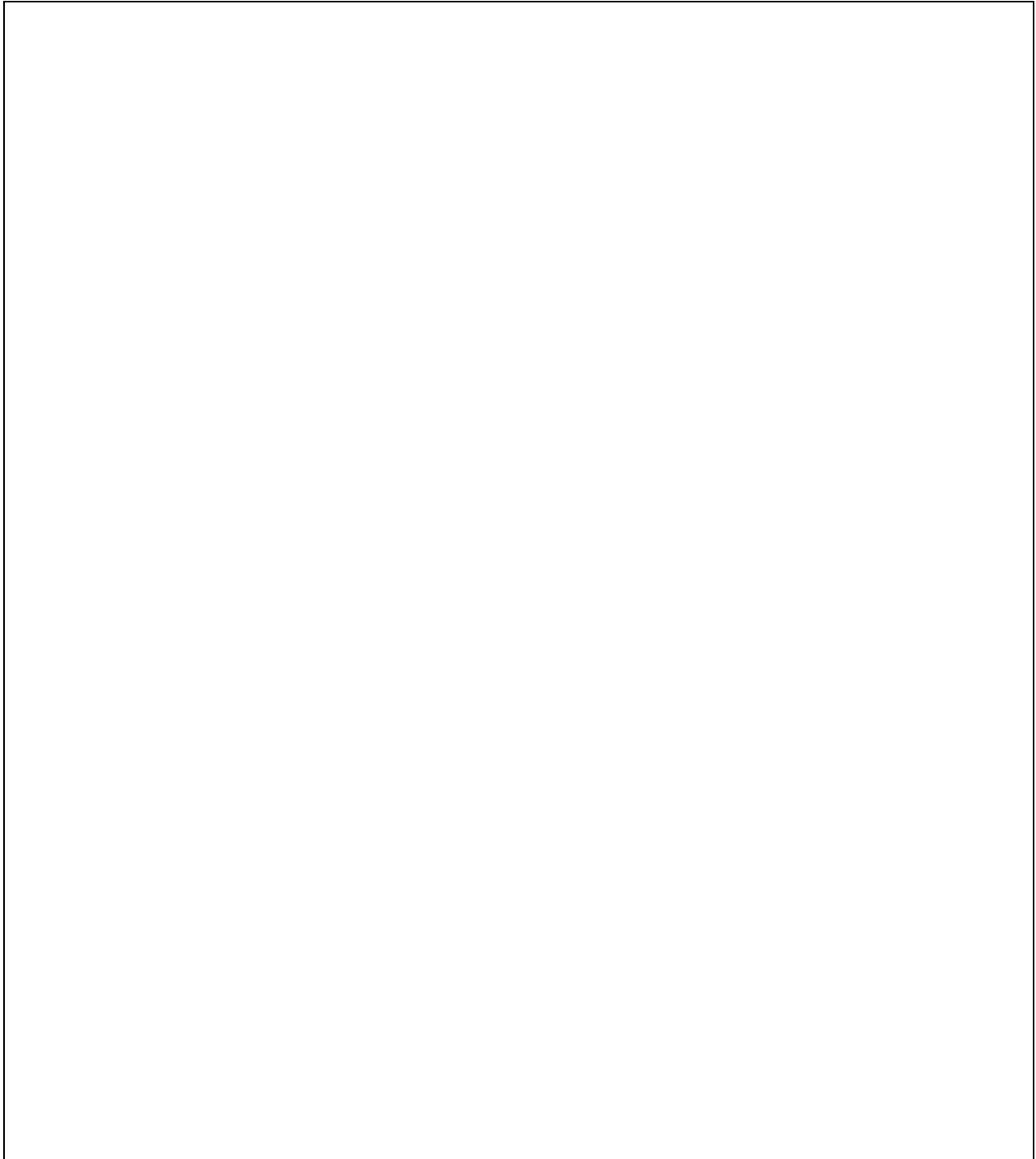


Name: _____

Reflection Exercise
Lecture 20, 21 – Market Changes

Think about an industry you have worked in recently. What was the single most important innovation to occur during its lifespan? Describe how your company, as well as other companies in the industry, reacted to the innovation.

A large, empty rectangular box with a thin black border, intended for the student to write their reflection on the industry innovation and company reactions.