

# Day 15

## Retention of facts and details

### ☆ Exercise A: Retention of facts and details

Answer questions 1 through 3 from memory.

DO NOT try to find the answer by looking at the passage.

1. Which of the following is the most appropriate title for the passage?
  - (A) Successful Acquisition
  - (B) Nielsen Ratings
  - (C) Audience
  
2. According to Drucker, when a pharmaceutical company acquires a cosmetic firm, why is it that the acquisition does not work?
  - (A) Because lipsticks are expensive.
  - (B) Because the companies fail to respect each other's business.
  - (C) Because they don't advertise their business on television.
  
3. According to Drucker, who are a book publisher's two customers?
  - (A) Book sellers and book buyers
  - (B) Bookbinders and printers
  - (C) Book buyers and authors