

Chapter 20 Career Planning

BusinessWeek Reader Case Study

“Picture Your Business with a Logo”

Directions Read the *BusinessWeek* Reader on page 352 of your textbook and answer the questions.

Literal Comprehension

1. What is the main idea of the article?

2. What type of service or product does Logoworks.com offer to customers?

3. What type of company does Sarah Hawley operate?

Making Inferences

4. Why do you suppose Sarah Hawley left her job of ten years to start her own business?

5. Ms. Hawley liked Logoworks’ designs because they were unique. Why would unique designs be important to a customer interested in choosing a logo for a business?

Critical Thinking

6. In your opinion, is having a unique company logo an important part of public relations? Explain your answer.
