1. Identify the "three things" that Howard Moskowitz brought to the food industry.

    People love plain sauce , spicy, extra chunky.

2. Suppose Howard Moskowitz, when helping Campbell's to redesign Prego tomato sauce, had used simple random sampling in his analysis instead of clustering style. What might have been missed?

    The rest of that taste of people like.

    Customer's interest? maybe

3. Take the ideas of Gladwell and Moskowitz, and use them to describe the design of a market study that would reveal people's preferences regarding your favorite product. For what reasons do they buy it? Argue for the use of one of the sampling techniques in Chapter 1, explaining why it would allow you to differentiate and enhance your product.

    Companies find out what people want is to ask them.

 Cluster sampling is used for target the different group of people before you actually start the business.