

ANSWERS



<https://www.coolshop.de/produkt/bose-quietcomfort-anc-bluetooth-over-ear-headphones/23K7C6/>

<https://www.argos.co.uk/product/4350464>

Directions: Read the following paragraphs taken from a blog about product wars and answer the questions.

Paragraph 1

Bose, the industry leader for decades, was challenged by this development. Attempts to sell customers on a better listening experience based on rigorous product testing fell flat against a social media focused marketing campaign. No one in the headphone sector could compete with Beats' marketing and image. Bose still had a great product and the loyalty of their original customer base, but Beats had opened a niche market to a wider range of consumers. Through strategic marketing and a glamorous, celebrity endorsed image, Beats was selling headphones to a new group of customers. Bose was only selling a product, while Beats sold luxury and lifestyle.

1. What is the main message of the paragraph?

Promoting a product based on strict product testing is not enough to keep your customer base. Marketing, lifestyle and branding campaigns allow companies to reach a broader audience.

2. Underline the topic sentence.

Paragraph 2

Even some established, billion-dollar companies owe their success to thinking like an underdog. Apple, the computer manufacturer that had previously led the pack in MP3 players and smartphones, recently found itself the leader in a new niche: expensive watches. An industry led for a long time by brands like Rolex and Omega suddenly found itself competing with a tech giant. A large company had successfully "invaded" a previously stable niche, finding great success in doing so. Apple had brought an enormous, established customer base into a product area that had previously seemed to be, if anything, for the very wealthy upper class only.

1. What is the main message of the paragraph?

Even large successful companies can achieve further growth by thinking like an underdog which allows them to disrupt established markets as Apple did by entering the luxury market.

2. Underline the topic sentence.

Vocabulary

1. What is meant by a "niche market"? a specialized segment of a market that meets specific customer needs and interests.
2. Find a word in one of the paragraphs that means the same as very, very large. enormous
3. What does it mean "to think like an underdog"? When someone expects to lose or feels they lack the necessary skills, they often push themselves even harder to avoid failure. An underdog mindset is a powerful force that fuels motivation and determination.
4. Use the [power thesaurus](#) to find a suitable synonym for "rigorous". demanding, rigid, strict, meticulous
5. What is meant by an "established company"? Give an example. A company that has been around for a significant period of time and has a strong reputation with a proven track record and a stable customer base.

Examples: Nike, Apple, Bose

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M. Pöttinger