**Summarise the paragraph below in 3 sentences.**

Selling a product successfully in another country often requires changes in the products. Three well-known American companies that attempted to expand internationally made such changes. Domino’s Pizza offers mayonnaise and potato pizza in Tokyo and pickled ginger pizza in India. In Holland, Heinz offers ketchup that is not as sweet as it is in the United States. In contrast, when Haagen-Dazs served up one of its most popular American flavors, Chocolate Chip Cookie Dough, to British customers, the public left it sitting in supermarket freezers. What the premium ice-cream maker learned is that chocolate chip cookies are not popular in Great Britain, and children do not have a history of snatching raw dough from the bowl. As a result, the company had to develop flavors that would sell in Great Britain. Because dairy products are not part of Chinese diets, Frito-Lay took the cheese out of Cheetos in China. Instead, the company sells Seafood Cheetos. Without a doubt, these products were successful in these foreign lands only because the companies realized that it was wise to do market research and make fundamental changes in the products.

Summary:

**Summarise the paragraph below in one sentence.**

What is Environmental Graphic Design?

Our need to hear and be heard, see and be seen, touch and be touched, that is, to communicate with our fellow humans, is fundamental to our well-being and, indeed, our survival. What Is Environmental Graphic Design? Long before paper was invented, humans made marks on objects, such as cave walls, in their surrounding environment. The intent of making these marks, or signs, was to communicate information visually. This communication imbued these marks with meaning and they became a shared language among the people who made and understood them. As such, environmental graphic design, or EGD, which can be defined as the graphic communication of information in the built environment, is one of the world’s oldest professions.

Summary: