Adobe has been part of the equation, along with hundreds of other companies. The $1.8 billion acquisition of Omniture in 2009 marked the beginning of a corporate investment in Lehi that created Adobe’s third largest site. The facility was located strategically to attract engineering and computer science graduates from both the University of Utah and Brigham Young University. Last May, Adobe announced plans for a $90 million expansion of its original campus. Similar investments have been made at companies like IM Flash, L3 Technologies, Northrop Grumman, Ancestry, Boeing, BAE Systems and Overstock. Hill Air Force Base typically hires nearly 200 engineering graduates per year.

Yes, the style is effective, and it has followed the path of plain paragraph guidelines. Here, topic and transitional sentence is introduced in a first sentence in a paragraph. The investment it made in another web site is a supporting detail. But there is a lacking of point sentence that raps up our topic sentence. There is a more to the writing so point sentence was not necessary here.

It has focused on the subject in its first sentence and it has been repeated in rest of the paragraph with its synonyms. Use of active and passive sentence is carried out fluently. Use of active verve is beautifully done. There is not much preposition in the sentence which makes paragraph clear and easy to read.