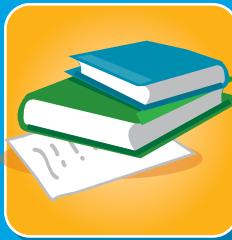


# GoVenture

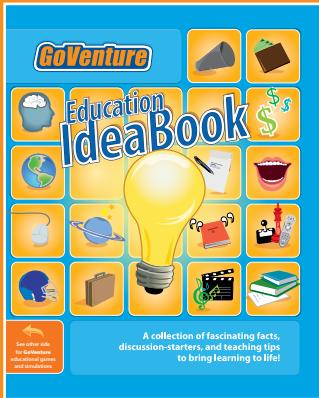
# Education IdeaBook



See other side  
for GoVenture  
educational games  
and simulations

A collection of fascinating facts,  
discussion-starters, and teaching tips  
to bring learning to life!

# Table of Contents



## What is the IdeaBook?

The IdeaBook is a collection of fascinating facts, discussion-starters, and teaching tips to bring learning to life.

It is published by MediaSpark Inc, producers of the acclaimed GoVenture educational games and simulations, and provided free to select instructors and trainers.

## Why free?

We know that finding high-quality educational resources can use up a lot of time and money. As innovative educational publishers, we frequently provide free resources to make it easy for you to keep your teaching fresh. We also invite you to explore our line of GoVenture educational games and simulations to discover a whole new world of award-winning resources to energize your learners.



See the flip side of the IdeaBook to learn about GoVenture and more free resources.

<b>Teaching Methods</b>	<b>4</b>
Bloom's taxonomy of learning	4
SOLO taxonomy	4
How to create effective learning objectives	5
Using rubrics	5
Definitions of critical thinking	6
Socratic questioning	6
Experiential learning cycle	7
Questions for reflecting on experiential learning	7
Do games really teach?	7
<b>Insights from Psychology</b>	<b>8</b>
Howard Gardner and multiple intelligences	8
Edward de Bono's six thinking hats	8
Stephen Covey's seven habits of highly effective people	8
Myers-Briggs personality types	9
The 4 Myers-Briggs dichotomies	9
The 16 Myers-Briggs personality types	9
Maslow's hierarchy of needs	10
Theories of human behavior	10
<b>Study Skills</b>	<b>11</b>
Speed reading tips	11
Study tips	11
Tips for maximizing your memory	11
Strategies for critical reading	11
<b>Icebreakers</b>	<b>12</b>
General tips for using icebreakers	12
Scavenger hunt	12
Life story	12
Custom-designed tattoo	13
Candy bowl	13
Circle of friends	13
Dinner guests	13
<b>Classroom Activities</b>	<b>13</b>
The pencil exercise	13
Bug report	13
Consumer behavior	13
Product life cycle	13
Packaging	13
Retailing	13
The Price is Right!	14
Celebrity/brand matching game	14
Name that slogan	14
Food day	14
Thinking like a social entrepreneur	14
Personal balance sheet	14
The elevator pitch	15
Sector opportunity study	15
Two cool	15
Who is an entrepreneur anyway?	15
Invention marketing	16
The ultimate recycling challenge	16
Analyzing a fast-growing company	16
<b>Internet Research</b>	<b>17</b>
Internet search tips	17
Questions to ask about a website	17
Finding the right search engine for the job	17
Top Internet searches	19

Top 10 search engines	19	Best business schools (MBA programs)	46
10 most-visited websites in the world	20	The best (worst) foods	47
<b>Writing Tips</b>	<b>21</b>	Five most expensive diseases	47
Commonly confused words	21	Top earning CEOs	48
Commonly misspelled words	21	Most expensive homes in the world	48
Alphabet of most looked-up words on Dictionary.com	22	Most expensive private islands	48
Common writing errors	23	What it costs to live well in 20 US cities	49
When to use <i>which</i> and <i>that</i>	24	World's most expensive cars	49
How to make your language inclusive	24	The world's growing number of billionaires	49
<b>Popular Slang</b>	<b>26</b>	Sports team valuations	50
Selection of popular slang	26	The world's wealthiest people	50
Selection of popular 80's slang	27		
Selection of popular 90's slang	27		
<b>World Facts</b>	<b>28</b>	<b>Movies and Music</b>	<b>51</b>
The three "worlds"	28	Most lucrative movie franchises	51
Top 10 wonders of the world	28	Top 20 movies of all-time, worldwide	51
21 country profiles	29	10 celebrities earning the highest incomes	52
Signs of the zodiac	29	20 all-time best-selling albums in the world	52
U.S. and Canadian holidays and observances	30	25 top-selling artists of all time in the United States	53
Chinese animal zodiac	31	10 all-time best-selling singles in the world	53
World weather averages: temperature and precipitation	32	16 artists believed to have sales of 250 million records	54
<b>Money Matters</b>	<b>33</b>	Top-earning dead celebrities	54
U.S. currency markings	33		
Whose faces are on U.S. bills?	33		
What does the U.S. Federal Reserve Bank do?	33		
Map of U.S. Federal Reserve system districts	34	<b>Toys, Games, and Electronics</b>	<b>55</b>
Security features of U.S. currency	34	Classic games in Hall of Fame	55
Security features in Canadian bank notes	36	Top 10 toys	55
Canadian coins	36	25 all-time classic toys still on the market today	56
Faces on Canadian bills	36	Popular computer and video games	57
Milestones in the history of money	37	Top 10 video game titles	57
<b>Consumer Protection</b>	<b>38</b>	Top 15 massively multiplayer online games	58
Typical frauds and scams	38	Real profits from virtual worlds	58
Unethical business practices	39	5 most wished-for consumer electronics	58
How to protect yourself from fraud and identity theft	39	Top electronic wish list items for teens	58
Hard times for corporate criminals	40	10 consumer electronics most likely to be gifts	59
Employment scams	40	Highlights in the history of computer and video gaming	59
Quick consumer tips	40	19th-century toy advertisement	59
<b>Financial Planning</b>	<b>41</b>	Consumer electronics statistics	59
Einstein and the Rule of 72	41		
Buying life insurance	41	<b>Marketing and Advertising</b>	<b>60</b>
Common mistakes young people make with money	41	Birth stories of famous brands	60
Five things you should know about credit cards	41	The first paper package advertising	62
Five things you should know about checking accounts	41	Highlights in the history of American advertising	62
Financial planning lifecycle	42	Top 10 advertising icons	63
Planning for retirement while you're young	42	Top 10 advertising slogans	63
Bull and Bear markets	42	Top 10 advertising jingles	63
How a small savings account can grow	43		
<b>The Job Market</b>	<b>44</b>	<b>Inventors and Inventions</b>	<b>64</b>
20 worst-paying jobs in the United States	44	Technology timeline: 1752-1990	64
20 best-paying jobs in the United States	44	Inventors and inventions	65
25 occupations projected to grow fastest in the United States	45	Failure is the mother of success	66
Top five reasons people start businesses	45	Intellectual property protection	66
Costs of starting a franchise	45	Famous trademarks, copyrights, and patents	67
<b>Biggest and Best</b>	<b>46</b>		
World's largest public companies	46	<b>Space Exploration</b>	<b>68</b>
Largest private companies in the United States	46	Planets in our solar system	68
	46	Space spending	68
	46	Top NASA research grants	68
	46	NASA spending by state	68
<b>Sources</b>			
Sources are identified by a circled number			



# Teaching Methods

## Bloom's taxonomy of learning

Bloom classifies levels of learning in the cognitive, affective, and psychomotor "domains." Recognizing where learners are along the continuum enables instructors to create activities and questions that foster learning at that level and take learners to the next.

LEVEL	TYPE OF ACTIVITY OR QUESTION	VERBS USED FOR OBJECTIVES
<b>Lowest</b>	Knowledge	define, memorize, repeat, record, list, recall, name, relate, collect, label, specify, cite, enumerate, tell, recount
	Comprehension	restate, summarize, discuss, describe, recognize, explain, express, identify, locate, report, retell, review, translate
	Application	exhibit, solve, interview, simulate, apply, employ, use, demonstrate, dramatize, practice, illustrate, operate, calculate, show, experiment
<b>Higher</b>	Analysis	interpret, classify, analyze, arrange, differentiate, group, compare, organize, contrast, examine, scrutinize, survey, categorize, dissect, probe, inventory, investigate, question, discover, text, inquire, distinguish, detect, diagram, inspect
	Synthesis	compose, setup, plan, prepare, propose, imagine, produce, hypothesize, invent, incorporate, develop, generalize, design, originate, formulate, predict, arrange, contrive, assemble, concoct, construct, systematize, create
	Evaluation	judge, assess, decide, measure, appraise, estimate, evaluate, infer, rate, deduce, compare, score, value, predict, revise, choose, conclude, recommend, select, determine <span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px;">54</span>

## SOLO taxonomy

SOLO stands for "Structure of Observed Learning Outcomes." The developers of the SOLO taxonomy, Biggs and Collis, believe that learners progress through these stages in their understanding of a subject:

1. **Pre-structural.** Learner can collect bits of information but has no means or method for organizing it or making sense of it.
2. **Unstructural.** Learner makes obvious and simple connections between pieces of information but doesn't grasp deeper, more complex meaning.

3. **Multistructural.** Learner makes multiple connections but doesn't see the meta-connections or larger meaning.
4. **Relational.** Learner now comprehends the parts in relation to the whole.
5. **Extended abstract.** Learner is able to make connections not just within the subject area but also outside, extending understanding to create generalizations and principles that can be applied in different realms. 53

# Teaching Methods



## How to create effective learning objectives

Effective learning objectives focus on performance, which is measurable, rather than on passive understanding. They should clearly define the *behavior* and the *standard* of performance required. Where necessary, they should also indicate the conditions under which the behavior must be performed.

The key is to use precise verbs that reflect the desired level of learning (see "Bloom's taxonomy of learning" above). Choose verbs that demonstrate an observable action rather than verbs that indicate knowledge.

Verbs to avoid: think, know, understand, recognize, perceive, comprehend.

Verbs to use: apply, state, assess, classify, identify, compose, construct, define, demonstrate, describe, diagram, distinguish, estimate, evaluate, interpret, locate, measure, name, label, order, predict, reproduce, solve, translate. [\(55\)](#)

*“The only source of knowledge is experience.”*  
—Albert Einstein

## Using rubrics

A rubric is a scoring scheme that measures stated objectives, using a range to indicate the performance level demonstrated. Rubrics may be holistic (delivering an overall appraisal) or analytical (judging individual aspects or elements of a piece of work). In either case, they have several advantages: they clarify expectations and improve learner performance; they make assessment more objective and credible; and they speed up marking.

Rubrics may take many different forms, but a common approach is to state the learning objective and then describe, in detailed terms, what the learner product tends to look like at various levels of mastery. Each level of mastery is normally assigned a different point value, starting at 1 for the lowest acceptable level.

## Rubric template

### Learning objective 1

(described in terms of measurable outcome)

- 5 What an exemplary performance looks like
- 4 What a mastery-level performance looks like
- 3 What an adequate performance looks like.
- 2 What a marginally satisfactory performance looks like.
- 1 What an unsatisfactory performance looks like.

**Score** Repeat the above for each individual learning objective.

# GoVenture

## Experiential Learning

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[GoVenture.net](http://GoVenture.net)

# Teaching Methods



## What do we mean when we talk about teaching “critical thinking”?

Definitions of critical thinking:

- “The ability to analyze facts, generate and organize ideas, defend opinions, make comparisons, draw inferences, evaluate arguments and solve problems.” P. Chance, *Thinking in the Classroom: A Survey of Programs*, 1986: 6.
- “A way of reasoning that demands adequate support for one’s beliefs and an unwillingness to be persuaded unless support is forthcoming.” C. Tama, “Critical thinking has a place in every classroom.” *Journal of Reading* 33 (1989): 64-65.
- “A conscious and deliberate process which is used to interpret or evaluate information and experiences with a set of reflective attitudes and abilities that guide thoughtful beliefs and actions.” L. Mertes. “Thinking and Writing.” *Middle School Journal* 22 (1991): 24. <sup>(50)</sup>

## Socratic questioning

Socratic questioning teaches a topic by raising probing questions rather than providing direct answers. Philosopher Richard Paul divides Socratic questions into six types:

### Questions of Clarification

What do you mean by \_\_\_\_?  
Could you give me an example?  
What is your main point?  
Could you explain that further?  
Could you put that another way?

### Questions that probe reasons and evidence

What would be an example?  
How do you know?  
Do you have any evidence for that?  
What would change your mind?  
What other information do we need?  
By what reasoning did you come to that conclusion?

### Questions that probe implications and consequences

What are you implying by that?  
But if that happened, what else would happen as a result? Why?  
What is an alternative?  
If we say that this is unethical, how about that?

### Questions that probe assumptions

What are you assuming?  
What is Karen assuming?  
What could we assume instead?  
You seem to be assuming \_\_\_\_.  
Do I understand you correctly?  
Why would someone make this assumption?

### Questions about viewpoints

What might someone who believed \_\_\_\_ think?  
Can/did anyone see this another way?  
What would someone who disagrees say?

### Questions about the question

How can we find out?  
Is this the same issue as \_\_\_\_?  
Why is this question important?  
To answer this question, what questions would we have to answer first? <sup>(51)</sup>

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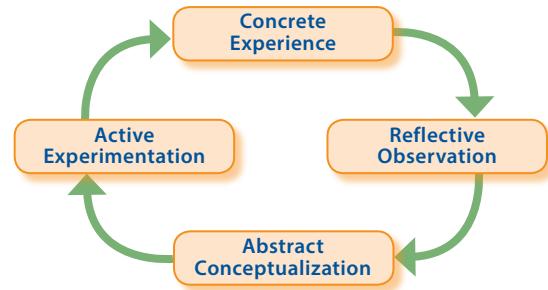
See flip side of book!

# Teaching Methods



## Experiential learning cycle

The experiential learning process occurs as a cycle. Concrete experience leads to personal reflection, as learners probe and ponder the meaning of the learning activity. As they consider the experience, learners derive abstract concepts and principles to explain it. They then test these principles through further experimentation, which leads to the next concrete experience. [\(52\)](#)



## Questions for reflecting on experiential learning

Once an experiential learning activity has taken place, it's crucial that learners have time to reflect on it in a focused way. Here are some general questions you can use to encourage learners to articulate their observations, make generalizations from their experiences, and set goals for future action.

- What did you notice or learn that you want to remember?
- In what way did this experience challenge my assumption(s) about entrepreneurship?
- Which of my values were affirmed by this experience?
- What have I learned about myself in this experiential situation?
- The most successful part of this entrepreneurship activity for me was? Why?
- The new skill or “piece” of knowledge I came to see in this situation was?
- If I could do any part of this experience over, it would be? Why?
- What hypothesis, conclusion, principles, or guidelines can I draw from this most recent experience reflecting on entrepreneurship?
- From this experience, I can see the value of the following guideline(s) for entrepreneurship...
- From this experience, what I can do to affect the greatest potential for improvement in my understanding of entrepreneurship is...
- One “piece of new knowledge” that I experienced and I want to try out is...

- I can go to ... for an opportunity to practice and gain a new entrepreneurial skill.
- In my current situation, the people who are in my expanded network practicing these skills are... [\(115\)](#)

## Do games really teach?

New research is demonstrating that games do offer significant and effective learning opportunities for learners of all ages. Endorsements for this methodology continue to grow:

### National Education Association

“The potential [of video games for education] is enormous.”

### Federation of American Scientists

“Video games can reshape education. [They’re] the next great discovery, a way to captivate learners so much they will spend hours learning on their own.”

### R. Blunt

A qualitative research study demonstrated that learners who played a business game in class as part of the curriculum had test scores in the 90's versus scores in the 60's and 70's for those who did not.

### IBM

“Success will depend on how you play the game – literally.”

### Gartner

“Games can transform learning into a more engaging and dynamic process, enhancing people’s work performance and driving business results.” [\(56\)](#)



# Insights from Psychology

## Howard Gardner and multiple intelligences

Harvard psychologist Howard Gardner believes that individuals learn differently and have multiple intelligences, some stronger than others. Multiple intelligences are essentially the “aptitudes” or “smarts” that people bring to different physical and cognitive activities. Gardner’s work has greatly influenced how educators think about learning styles and has led to the development of curricula that appeal to a broader range of intelligences.

Intelligence	Focus
1. Linguistic	Words and language
2. Logical-Mathematical	Logic and numbers
3. Musical	Music, sound, rhythm
4. Bodily-Kinesthetic	Body movement control
5. Spatial-Visual	Images and space
6. Interpersonal	Other people's feelings
7. Intrapersonal	Self-awareness
8. Naturalist	Patterns in nature
9. Existential	Big picture/philosophical questions

8 9

## Edward de Bono's six thinking hats

Edward de Bono's Six Thinking Hats is a technique designed to help people and groups make better decisions. Each of the colored hats represents a different way of thinking about an idea. By “wearing” only one hat at a time when considering an idea, an individual or group can make thinking more focused and thorough.

### BLUE: Facilitation

Think about the thinking needed, and manage the information gained from the other hats.

### GREEN: Creativity

Work through alternatives and generate new ideas that could potentially be used.

### YELLOW: Positive

Focus on the upside, all of the benefits that could be gained and the good things that could happen.

### WHITE: Facts and Figures

Review the information available and decide if additional information is required. Must be objective, without interpretation.

### BLACK: Negative

Think about the downside, all of the risks, weaknesses, and anything else that could potentially go wrong. Must be logical, not emotional.

### RED: Emotional

Explore gut level feelings, emotions, hunches, and reactions. There is no need to justify feelings. 10 11

## Stephen Covey's seven habits of highly effective people

- 1. Be proactive:** Don't wait for something to happen; make it happen.
- 2. Begin with the end in mind:** Visualize the end goal so you can clearly understand the steps it will take to get there.
- 3. Put first things first:** Prioritize properly. Always do more important and urgent tasks first.
- 4. Think win-win:** Attempt to achieve a result that will benefit all stakeholders involved, not just yourself.
- 5. Seek first to understand then to be understood:** Listen carefully to other's ideas and concerns, before you express your own.
- 6. Synergize:** Work well with others to achieve a result greater than you could as individuals.
- 7. Sharpen the saw:** Keep improving by practicing and learning. 12

“*The only kind of learning which significantly influences behavior is self-discovered or self-appropriated learning – truth that has been assimilated in experience.*”

—Carl Rogers

# Insights from Psychology



## Myers-Briggs personality types

The Myers-Briggs Type Indicator (MBTI) is a popular test that gauges personal preferences and uses them to describe individuals in terms of 16 different personality types.

The MBTI identifies personal preferences in four areas:

- 1. Drawing energy.** Extraverts (E) become energized by socializing with other people, while Introverts (I) are energized when they spend time alone
- 2. Gathering information.** Sensing (S) types prefer to perceive the world objectively, through their five senses. Intuiting (N) types prefer to perceive the world more subjectively, through the subconscious and intuition.
- 3. Making decisions.** Thinking (T) types prefer to make decisions based on reason and logic. Feeling (F) types prefer to make decisions on the basis of emotion and instinct.

**4. Taking action.** Judging (J) types take a "left-brain" approach to life. They prefer clear categories, rules, and procedures. They also like to achieve quick closure. Perceiving (P) types, on the other hand, take a more "right-brain" approach. They prefer subjective judgments and open-ended discussions and situations. "Judging" should not be confused with "judgmental"; nor should "perceiving" be confused with "perceptive."

## The 4 Myers-Briggs dichotomies

Extraversion (E) ----- Introversion (I)  
Sensing (S) ----- iNtuition (N)  
Thinking (T) ----- Feeling (F)  
Judging (J) ----- Perceiving (P) <sup>(13)</sup>

## The 16 Myers-Briggs personality types

Type	Personality Archetype	Occurrence within the U.S. Population
ISTJ	The Inspector	11-14%
ISTP	The Operator	4-6%
ISFJ	The Protector	9-14%
ISFP	The Composer	5-9%
INFJ	The Counselor	1-3%
INFP	The Healer	4-5%
INTJ	The Mastermind	2-4%
INTP	The Architect	3-5%
ESTP	The Promoter	4-5%
ESTJ	The Supervisor	8-12%
ESFP	The Performer	4-9%
ESFJ	The Provider	9-13%
ENFP	The Champion	6-8%
ENFJ	The Teacher	2-5%
ENTP	The Inventor	2-5%
ENTJ	The Field Marshall	2-5% <sup>(13)</sup>

*“Knowing is not enough;  
we must apply. Willing is  
not enough; we must do.”*

—Goethe

# Insights from Psychology



## Theories of human behavior

- 1) Theory X and Theory Y (Douglas McGregor, *The Human Side of Enterprise*, 1960)

Theory X assumes that employees are inherently lazy and that managers need to coerce them to perform. Theory Y assumes that employees are self-motivated to perform well when they're committed to the organization's goals.

- 2) Hygiene theory (Frederick Herzberg, *Work and the Nature of Man*, 1966)

Hygiene factors are those aspects of a job that must be perceived as fair and acceptable, or employees will become dissatisfied. They include supervision, company policy, working conditions, salary, peer relationships, and security. Motivators are conditions that have the potential to increase job satisfaction. They include achievement, recognition, responsibility, advancement, growth, and the intrinsic value of the work.

- 3) Three Needs Theory (David McClelland, *The Achieving Society*, 1961)

The needs that motivate human behavior fall into three basic categories: the need for achievement, the need for power, and the need for affiliation (cooperation and belonging).

- 4) Goal-setting theory

Clearly articulated goals lead to improved performance. More challenging goals are more motivating than easy goals.

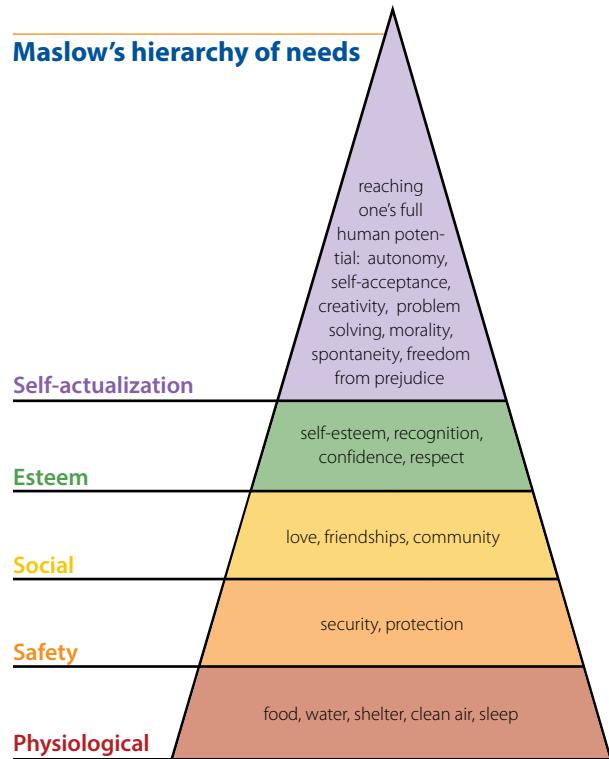
- 5) Expectancy theory (Victor Vroom, *Work and Motivation*, 1964)

Employees act in accordance with the outcome they anticipate. They are motivated by the attractiveness of the reward they expect.

- 6) Hierarchy of needs theory (Abraham Maslow, *Motivation and Personality*, 1954)

There are different levels of needs, which can be pictured as layers in a pyramid. Once the needs of one level are met, a person develops new needs in the next higher category. A person can't progress upward through the pyramid until all the lower needs are met.

## Maslow's hierarchy of needs



14



## FUNNY BUSINESS: Look before you leap!

A young executive was leaving the office late one evening when he found the CEO standing in front of a shredder with a piece of paper in his hand.

"Listen," said the CEO, "this is a very sensitive and important document here, and my secretary has gone for the night. Can you make this thing work?"

"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO as his paper disappeared inside the machine.

"I just need one copy." 3



## Speed reading tips

- Keep your lips closed (don't mouth the words)
- Take in sentences as groups of words rather than strings of individual words
- Read with a purpose in mind
- Use your hand to guide your reading from line to line
- Practice skimming (introduction, headings, first and last sentences of paragraphs, conclusion)
- Expand your vocabulary so unfamiliar words don't slow you down <sup>113</sup>

## Study tips

- Study in a quiet place.
- Find a regular study spot.
- Get rid of distracting thoughts by writing them down before you start to study.
- Read with a pencil in hand so you can underline key phrases, make marginal comments, and take study notes.
- Review new material immediately after seeing or hearing it.
- Use various methods to memorize material, such as writing, reading aloud, creating categories, and drawing diagrams.
- Look for patterns in the material.
- Use rhyme, alliteration, and acronyms to create mnemonics (e.g. Every Good Boy Deserves Fudge for the notes of the musical scale). <sup>112</sup>

## Tips for maximizing your memory

- Take care of your physical health. Sleep, exercise, and eat well.
- Practice stress management. It's harder to remember when you're stressed out.
- Keep your living space and workspace organized.
- Use lists.
- Exercise your brain daily. <sup>114</sup>

## Strategies for critical reading

- Identify the nature of the text. What kind of text is it? Who wrote it? Why was it written?
- Preview the architecture of the text (title, chapter divisions, headings, focus boxes)
- Identify the purpose of the reading so you can look for key information you need.
- Take stock of your previous knowledge and preconceptions. What are you expecting to find in the text?
- Identify the main point of the text and the forms of reasoning used to support it. Is there sufficient evidence to support the claims?
- Recognize patterns of discussion (such as exposition, narrative, comparison and contrast).
- Take notes that summarize the main points, and also raise questions. What are the strengths and weaknesses of the argument? What are the unstated assumptions? What information or ideas has the author overlooked? How would you argue for or against the main point?

*“Education is a social process... education is growth... education is not a preparation for life; education is life itself.”*

—John Dewey



# Icebreakers

**Activities to help learners get to know each other so they can work together effectively throughout a course, class, or seminar.**

## General tips for using icebreakers

- Explain the purpose of the activity.
- Make sure everyone in the class is comfortable with the activity. Consider such factors as language level, life experiences, and ethnicity.
- Use your imagination to adapt icebreakers to your teaching topic. Use the positive energy icebreakers generate to create enthusiasm for your course.
- Allow enough time. Most icebreakers require only 10 to 15 minutes to do, but you'll need more time to share the results or discuss the outcome.
- Experiment with different ways to share results of individual writing and drawing.

Here are some possibilities:

- Tape the papers to the wall so everyone can walk around and see them.
- Ask participants to describe their writing or drawing for the class.
- Ask participants to share their writing or drawing with a partner.
- Use small prizes, when appropriate. It's amazing how even a small candy bar can increase the participation level.

## Scavenger hunt

**(individual activity)**

**Supplies:** For each participant, a copy of a list of 20 characteristics and abilities your learners might possess, as well as life experiences they might have had.

**Instructions:** Find a person in the class who meets each description on the list. That person should sign his or her name next to the description on the list.

This activity works best if the descriptions relate directly to your teaching topic. For example, if you're teaching a class on entrepreneurship, you might ask learners to find people who meet the following descriptions:

- Someone who had a lemonade stand as a child

- Someone who has participated in Junior Achievement
- Someone who has written a business plan
- Someone who has taken out a loan
- Someone who has dreamed of running a business
- Someone whose parents were entrepreneurs
- Someone who knows how to balance a budget

## Life story

**(individual activity)**

**Supplies:** For each participant, four sheets of paper stapled together down the left side, to form a book.

### Instructions:

1. Write "The Life Story of [Your Name]" on the front page.
2. On the second page, create a Table of Contents with the following items:
  - Name of the place where you were born
  - Name of your favorite musician, musical group, or movie
  - Description of your fantasy job
3. On the third page, draw a picture of your family.
4. On the fourth page, draw a picture of what you plan to do be doing 20 years from now.



## FUNNY BUSINESS: Wisdom is more valuable than time

A car mechanic is called in after every other mechanic failed. He listens to the engine for a few minutes, then hauls off and gives it a big swift kick in a certain strategic spot. Lo and behold, the engine starts humming like a kitten. The mechanic turns around, gives the car owner his bill for \$400. The owner is flabbergasted and demands an itemized breakdown and explanation.

'\$1 for my time, and \$399 for knowing where to kick.' (3)



## Custom-designed tattoo

### (individual activity)

**Instructions:** Design a tattoo that symbolizes something special about you (such as your family, your talents, your interests, your goals for the future).

If you're working with adults, you might also want to ask where they would have the tattoo applied.

## Candy bowl

### (small group activity)

**Supplies:** Bowl of nut-free candy. Allow three or four per participant.

**Instructions:** Choose a candy from the bowl and share a fact about yourself. Pass the candy bowl to the next person so he or she can do the same. Continue to pass the candies until everyone in the group has had a turn (or until everyone in the group has shared three facts.)

## Circle of friends

### (activity for large groups)

*This activity requires a lot of space.*

Form two large circles, one inside the other, and have the people in the inside circle face the people in the outside circle. Ask the circles to take one step in the opposite directions, allowing them to meet each new person as the circle continues to move very slowly.

## Dinner guests

### (partner activity)

**Instructions:** If you could have dinner with anyone in the world—alive or dead—whom would you choose?

When the large group discussion resumes, ask partners to introduce each other and their ideal dinner guests.

48 49

## The pencil exercise (idea generation)

Give learners five minutes to brainstorm possible uses for a pencil, other than as a writing instrument or a weapon.

## Bug report (idea generation)

Over the course of a week, learners identify 70 things that bother or "bug" them in their own lives. They then identify five as possible business opportunities. 40

## Consumer behavior

Learners identify two items they or their family have purchased recently, one priced under \$20 and one priced over \$100. They then describe the motivation for each purchase.

## Product life cycle

Learner teams choose (or are assigned) a product that is in the mature or declining stage. Their task is to present and defend five ideas to extend or revitalize the product's life. Only two of the ideas may involve changing the physical characteristics of the product.

## Packaging

Each learner brings two products (completely packaged) to class. Product 1 should be an example of a poorly designed package, whereas Product 2 should be an example of a well-designed package. Each learner shares with the class his/her analysis of each product. Suggestions for improving poor packages should be encouraged.

## Retailing

Learner teams are asked to design an ideal shopping center for their area. Each team will make a presentation and be prepared to justify their conclusions about location, physical layout, tenant mix, tenants incentives, product/service lines, etc.

# Classroom Activities



## The Price is Right

Learner teams compete to see who can correctly guess the prices on a menu from an upscale restaurant and a fast-food restaurant. Points are given to the team that guesses closest without going under (a lesson in the dangers of underpricing). Double points are awarded when a team guesses the exact price. <sup>40</sup>

## Celebrity/brand matching game

Learners identify the brand associated with a celebrity, or vice versa. Is the match a good one? Why or why not? <sup>41</sup>

## Name that slogan

Give learners a list of well-known products and ask them to identify the slogans associated with them. Discuss the qualities that make a slogan effective. <sup>42</sup>

## Food day (the four P's of marketing)

Learners work in teams of four. Each team brings a snack food to eat and analyzes the way it's marketed in terms of product, price, promotion, and place. Each team member speaks to the class for one or two minutes on one of the four P's. <sup>43</sup>

## Thinking like a social entrepreneur

Whether they run businesses or nonprofit organizations, social entrepreneurs identify problems in the community and work to implement innovative solutions. Here are some activities to help learners see opportunities for social entrepreneurship in their own community.

### (1) Community shelters

Learners collect as much information as they can about local shelters for the homeless. (Examine brochures, newspaper stories, websites.) Raise questions about the level of need in the community, about the causes of homelessness, and about the ways the community supports shelters. Invite a guest speaker whom learners can interview in class.

### (2) Technology and social change

Learners brainstorm inventions they use in their everyday lives. Explore the connection between innovation and social change by researching ways that inventions have influenced development in the past. (Explore such breakthrough eras as the Industrial Revolution and the Information Age.) How are inventions creating social changes in the developing world today?

### (3) Microcredit

Each learner receives \$5 and decides how to use it to start a business. Encourage learners to think creatively about how to use their \$5. What if they formed a partnership? What if they could convince an investor to add to their \$5? What if they could access free resources? <sup>44</sup> <sup>45</sup>

## Personal balance sheet

This is an interactive way to introduce accounting. Give learners a blank financial statement form. Guide learners through the process of calculating their personal net worth. Instruct them to list their Assets (three things of value, plus cash) and Liabilities (credit card accounts, learner loans, car payments, etc.), and then calculate their Capital (the difference between their assets and liabilities). <sup>46</sup>



## FUNNY BUSINESS: Honesty is the best policy

Interviewer: "We are very keen about cleanliness. Did you wipe your shoes before entering?"

Job candidate: "Oh yes, sir."

Interviewer, narrowing his eyes: "We are also very keen about the truth. There is no mat." <sup>39</sup>

# Classroom Activities



## The elevator pitch

Learners create a one-minute pitch for their new business to provide potential investors with answers to the following questions:

1. What problem does the business solve?
2. What does the business do (how does it solve the problem)?
3. How does the business make money?
4. What market information suggests the business will succeed?
5. How is the business different from others trying to solve the same problem?
6. What experiences and attributes do you have that will make the business succeed?

## Sector opportunity study

Rather than asking learners to brainstorm a business idea and then analyze whether it will work in the market, start with the market analysis first:

1. Define the boundaries of the industry or industry sector.
2. Analyze the structure and value chain of the industry. Examine the connections between various production stages for ways to improve efficiency or customer value.
3. Analyze the major players in each stage of the industry and look for potential opportunities.

## "Two cool"

Every week, ask learners to bring to class two "cool" items, concepts, or technologies they've recently encountered. The items might be things they've seen for sale, or they might be ideas or products they've heard or read about. The class then discusses what makes the item innovative and how it could be commercialized or marketed.

## Who is an entrepreneur anyway?

Start your course by asking learners to describe the characteristics of an "entrepreneur." Record their responses on the chalkboard. Then introduce them to two entrepreneurs with very different personalities and approaches. (You might use magazine articles or video clips to do this.)

After they've "met" the entrepreneurs, ask learners to reflect on their earlier definition of an entrepreneur. How have their perceptions changed?

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# Classroom Activities



## Invention marketing

### (group activity)

Arrange part of the class into groups of four: two Inventors and two Marketing Consultants. The rest of the class will serve as the Board of Directors. For each team, prepare a paper bag containing a roll of masking tape and a variety of parts that could be used to create an invention. Some of these things work well: plastic wheels, paper towel tubes, clay, paper clips, spatulas, small boxes, toothpicks, empty pen tubes.

Give the Inventors five minutes to turn the contents of their bags into a product. During this time, the marketing consultants observe but don't speak. At the end of the invention time, Inventors identify what the product is and describe key features. Marketing Consultants then have five minutes to draft an initial marketing strategy. They must identify the main market for the product and define the four P's (Product, Price, Place, Promotion).

Teams then deliver a four-minute presentation to the Board of Directors, which decides which product to market. (You could award a prize to the top choice.)

Debriefing: Ask Inventors what was uppermost in their minds while designing. Ask Marketing Consultants what they wished they could have said during the development process. How are the perspectives of inventors and marketers similar? How do they differ?

## The ultimate recycling challenge

### (group activity)

Divide learners into teams of two or three and give them their assignment: to create a saleable product from whatever materials they can find around the house. (They may not buy anything.) Learners then sell the product; the team that makes the most money receives a prize.

## Analyzing a fast-growing company

### (group activity)

Each learner team creates a consultant's report for one of the "fastest-growing companies" chosen by a source such as *Fortune Small Business*. The report, addressed to the company CEO, should identify the key elements of the company's success, describe its challenges as it moves forward, and recommend specific actions to take. Learners present their findings to their classmates, who act as company executives and raise questions. (47)

## 60 Seconds to Brief and Focused Meetings

Print the following phrases in very large type, each on its own piece of paper (fold in half to sit like a tent card):

- **Don't Digress**
- **Get to the Point**
- **Time**

Put the papers on the table in plain sight. They will act as constant reminders to everyone to avoid digression, be conscious of time, and get to the point!

# Internet Research



## Internet search engine tips

1. Make your search specific by using more than one term or keyword.
2. Insert "+" before search terms to make sure the search engine looks for documents containing all of the words. (Some search engines do this automatically.)
3. Find out whether the search engine you're using is case-sensitive.
4. Use "quotes" to search for a specific title or phrase.
5. Use the minus sign (-) to restrict the meaning of a word. For example, if you're looking for information on computer bugs, use *bugs -insects*.
6. Experiment with different synonyms and closely related search terms. Use keywords and jargon from the industry or context.
7. To broaden your search, consider the general topic or category to which your subject belongs. [\(25\)](#)

## Questions to ask about a website

- Who created or sponsors the website?
- Who created the content?
- How much knowledge or expertise does the content author have?
- Why was the content created?
- When was the content posted?
- When were the site and content last updated?

## Finding the right search engine for the job

### General search engines

AltaVista	Google
AOL Search	LookSmart
Ask.com	Lycos
Bing (MSN)	Ask.com
DuckDuckGo	Yahoo!
Exalead	

### "Ask Me" search engines

**(search engines that can answer many fact-based questions)**

Ask.com
Factbites

### Business and money education search engine

GoVentureSearch.com

### Job search engines

America's Job Exchange	LinkedIn
CareerBuilder	Monster
Dice	SimplyHired
Indeed	Yahoo! Careers
	Workopolis

### Blog search engines

**(a blog is a web log—a public, collaborative journal)**

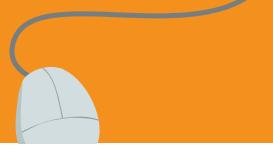
Blogdigger	LjSeek
Bloglines	Technorati
Google Blog Search	

Continued on next page ...



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Find out how - see other side of this book!



## Meta search engines

(a meta search engine collects results from more than one search engine)

Chubba	Mamma
Dogpile	MetaCrawler
Don Busca	metaEUREKA
GenieKnows	Mr.Sapo
Info	Pandia Search Central
Ixquick	Search
	Zapmeta

## Image search engines

(search engines that look for image files, including photos, clip art, banners, and icons)

American Memory Collections,	
Library of Congress	
Classroom Clipart	
Corbis	
Fabfotos	
Flickr	
Getty Images	
Google Image Search	
Hubble's Greatest Hits (images from the Hubble telescope)	
Image Collections and Online Art (by the University of Michigan)	
ImageAfter	
National Geographic Photography Collection	
Picsearch	
SI Art Image Browser	
Smithsonian Photographic Collection	
TimeLife Pictures	
Yahoo! Image Search	

[26](#) [27](#)

## Specialty search engines

Alexa  
(search engine that includes web traffic statistics)

Checkdomain	
	(searches availability of domain names)
GoVentureSearch.com	
	(business and money education)

Findsounds  
(a sound search engine)

## Search engines that provide preview screenshots

Exalead  
Kartoo  
Search  
ZapMeta

## Search engines that “cluster” results

(search engines that group results according to topic)

AOL Search  
Gigablast  
GoVentureSearch.com  
Yippy

## Web directories

(a web directory is a topically organized collection of web links)

About  
Google Web Directory  
JoeAnt  
LookSmart  
Open Directory Project

## Deep web

(web directories that reach information in databases standard search engines can't access)

Direct Search  
Resource Discovery Network  
InfoMine  
Virtual Library [32](#)

# Internet Research



## Top Internet searches

### Google 2018

1. World Cup
2. Avicii
3. Mac Miller
4. Stan Lee
5. Black Panther
6. Meghan Markle
7. Anthony Bourdain
8. XXXTentacion
9. Stephen Hawking
10. Kate Spade (28)

### Google 2013

1. Nelson Mandela
2. Paul Walker
3. iPhone 5s
4. Cory Monteith
5. Harlem Shake
6. Boston Marathon
7. Royal Baby
8. Samsung Galaxy s4
9. PlayStation 4
10. North Korea

### Yahoo! 2013

1. Miley Cyrus
2. Kim Kardashian
3. Kate Upton
4. Minecraft
5. Selena Gomez
6. Obamacare
7. Amanda Bynes
8. Jodi Arias
9. iPhone 5
10. Justin Bieber (28)

### Google 2009

1. Swine Flu
2. Susan Boyle
3. Jon and Kate
4. Adam Lambert
5. Rihanna (Chris Brown)
6. New Moon
7. Inauguration
8. Michael Jackson
9. Nadya Suleman
10. Missing Link Found (29)

## Top 10 search engines (2018)

### Provider

1. Google
2. Baidu
3. Bing
4. Yahoo!
5. Yandex
6. Ask
7. DuckDuckGo
8. Naver
9. AOL
10. Seznam

### Share of Searches

77.54%
14.31%
4.43%
2.28%
0.73%
0.27%
0.19%
0.11%
0.04%
0.02% <small>(31)</small>

2 Trillion  
Internet  
Searches  
in 2018



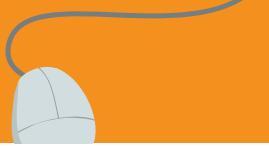
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# Internet Research



## 10 most-visited websites in the world in 2019

WEBSITE	DESCRIPTION	2013 RANKING	2009 RANKING
1. Google	Internet	Google	Google
2. Youtube	Video	Facebook	Facebook
3. Facebook	Social Media	Youtube	Yahoo!
4. Baidu 腾讯网	Search	Yahoo!	YouTube
5. Instagram	Social Media	Baidu 腾讯网	Windows Live
6. Twitter	Social Media	Wikipedia	Wikipedia
7. PornHub	Pornography	QQ.com	Blogger
8. Xvideos	Pornography	Live.com	Baidu 腾讯网
9. Yahoo	Internet	Amazon	Microsoft Network (MSN)
10. Wikipedia	Encyclopedia	LinkedIn	Yahoo! (Japan)

(33)



### FUNNY BUSINESS: Opportunity is everywhere

Many years ago, a large American shoe company sent two sales representatives out to different parts of the Australian outback to see if they could drum up some business among the Aborigines.

Some time later, the company received telegrams from both agents.

The first said, "No business here... Aborigines don't wear shoes."

The second one said, "Great opportunity here... Aborigines don't wear shoes!"

(34)

# Writing Tips



## Commonly confused words

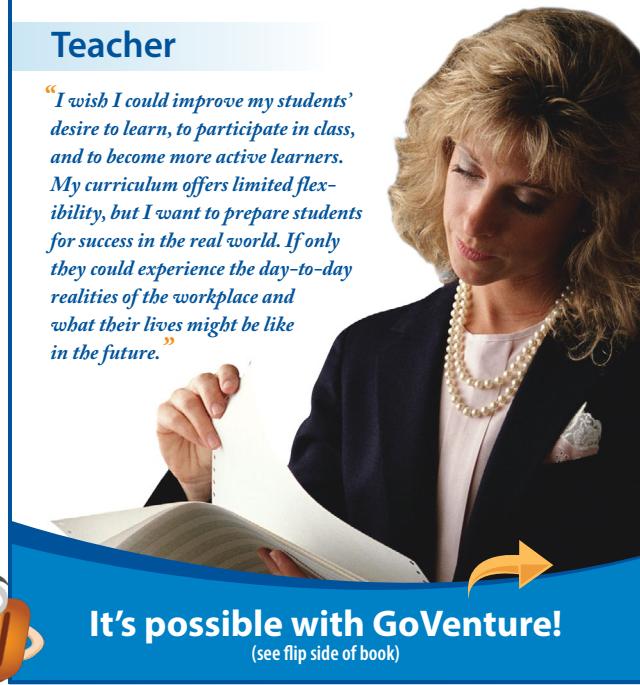
Accept	Except	Lead	Led
Advice	Advise	Lightning	Lightening
Affect	Effect	Loose	Lose
Allusion	Illusion	Passed	Past
Already	All ready	Peace	Piece
Altogether	All together	Principal	Principle
Bear	Bare	Quiet	Quite
Breath	Breathe	Right	Rite
Capital	Capitol	Stationary	Stationery
Choose	Chose	There	They're / Their
Clothes	Cloths	Through	Thorough
Complement	Compliment	To	Too/Two
Conscience	Conscious	Waste	Waist
Council	Counsel	Weather	Whether
Dessert	Desert	Where	Were
Forth	Fourth	Whose	Who's
Hole	Whole	Your	You're <small>(35)</small>

## Commonly misspelled words

a lot	inoculate	privilege
amateur	jewelry (or jewellery)	receive
believe	judgment/judgement	receipt
cemetery	leisure	recommend
collectible	maneuver	reference
committed	medieval	relevant
conscientious	millennium	rhythm
definitely	minuscule	separate
embarrass	mischievous	twelfth
existence	misspell	vacuum
foreign	noticeable	weird
grateful	occasionally	<small>(36)</small>
harass	occurrence	
height	pastime	
hierarchy	perseverance	
humorous	personnel	
independent	precede	

## Teacher

*"I wish I could improve my students' desire to learn, to participate in class, and to become more active learners. My curriculum offers limited flexibility, but I want to prepare students for success in the real world. If only they could experience the day-to-day realities of the workplace and what their lives might be like in the future."*



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# Writing Tips



## Alphabet of most looked-up words on Dictionary.com (2005)

LETTER	MOST LOOKED UP WORD
A	affect
B	benevolent
C	cynical
D	definitely
E	effect
F	fallacious
G	gregarious
H	hyperbole
I	irony
J	jaded
K	karma
L	love
M	metaphor
N	naive
O	oxymoron
P	paradox
Q	quixotic
R	rhetoric
S	sex
T	theme
U	ubiquitous
V	virtue
W	whether
X	xenophobia
Y	yield
Z	zeal <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">37</span> <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">38</span>

## Common writing errors

1) **Comma splice**—Independent clauses (complete thoughts) must be separated by a period or semicolon, not a comma.

**Incorrect:** *We thought we would have enough inventory to last until December, however, we ran out before November 15<sup>th</sup>.*

**Correct:** *We thought we would have enough inventory to last until December. However, we ran out before November 15<sup>th</sup>.*

- OR -

*We thought we would have enough inventory to last until December; however, we ran out before November 15<sup>th</sup>.*

2) **Run-on sentence**—Occurs when independent clauses are fused together without necessary punctuation.

**Incorrect:** *Paula and Soo-Kim were determined to open a restaurant but they couldn't decide whether to offer Cuban or Chinese cuisine in the end they chose to open a bakery instead.*

**Correct:** *Paula and Soo-Kim were determined to open a restaurant, but they couldn't decide whether to offer Cuban or Chinese cuisine. In the end, they chose to open a bakery instead.*



## FUNNY BUSINESS: Everybody, Somebody, Anybody, and Nobody

This is the story of four people named Everybody, Somebody, Anybody, and Nobody. There was an important job to be done and Everybody was asked to do it. Anybody could have done it, but Nobody did it. Somebody got angry about that because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it. Consequently, it wound up that Nobody told Anybody, so Everybody blamed Somebody. 3

# Writing Tips



3) **Sentence fragment**—To be legitimate, a sentence must be a complete thought, containing a subject (noun) and a verb.

**Incorrect:** *Jared finally reached Minneapolis. After driving all night.*

**Correct:** *Jared finally reached Minneapolis after driving all night.*

4) **Missing comma after introductory phrase or subordinate clause**—Common words that signal the need for a comma after an introductory phrase or clause include the following: *when, if, before, after, although, because, following, having*.

**Incorrect:** *After hosting the open house I was exhausted.*

**Correct:** *After hosting the open house, I was exhausted.*

**Incorrect:** *Having been denied a bank loan last year Aretha was not confident about her application.*

**Correct:** *Having been denied a bank loan last year, Aretha was not confident about her application.*

5) **Misplaced or missing comma with non-essential element**—When a phrase or subordinate clause “interrupts” the main idea of a sentence, it needs to be separated from the main sentence by a comma on each end.

**Incorrect:** *Dr. Koul who started the research lab in 1976, will retire this year.*

**Correct:** *Dr. Koul, who started the research lab in 1976, will retire this year.*

6) **Misplaced apostrophe**—An apostrophe can indicate either possession (*Gerald's, the committee's*) or a contraction (*don't, he's*).

In a contraction, place the apostrophe where the missing letter would appear.

**Incorrect:** *Its' time to go.*

**Correct:** *It's time to go.*

When a noun is plural, place the apostrophe after the final s.

**Incorrect:** *The manager's lounge was off-limits to junior staff members. (assuming there's more than one manager)*

**Correct:** *The managers' lounge was off-limits to junior staff members.*

7) **Noun-pronoun disagreement**—Collective nouns are singular nouns that indicate a group (e.g. *committee, group, government, company, team*). They require singular pronouns.

**Incorrect:** *The government will discuss their new immigration policy next week.*

**Correct:** *The government will discuss its new immigration policy next week.*

Indefinite pronouns (e.g. *no one, someone, everybody, anyone, each*) are also singular.

**Incorrect:** *Each client will receive their information package at the door.*

**Correct:** *Each client will receive his or her information package at the door.*

- OR -

*Each client will receive an information package at the door.*

8) **Dangling modifier**—Occurs when a phrase describes or limits a word (or words) that is not stated in the sentence.

**Incorrect:** *Forgetting to turn the lock, the shop door clanged shut behind him*

**Correct:** *Forgetting to turn the lock, Bruce let the shop door clang shut behind him*

## COMMA TIP

**Here's an easy comma rule to remember.**

When used to join together two independent clauses, the following conjunctions must be preceded by a comma: *For, And, Nor, But, Or, Yet, So.*

# Writing Tips



## When to use *which* and *that*

**That** introduces a clause that restricts the meaning of the word it describes.

*Example:* *The jewelry stall that Beth runs is open every Sunday.*

The writer is referring to the stall that Beth runs, as opposed, perhaps, to the stall that Geoff runs. The words “that Beth runs” provide essential information that the reader requires in order to understand the meaning of “the jewelry stall.”

**Which** introduces a non-restrictive clause that is not essential to the meaning of the word it describes.

*Example:* *The jewelry stall, which Beth runs, is open every Sunday.*

This sentence assumes that the reader knows which stall is being discussed. The clause “which Beth runs” does not provide essential identifying information. It is, therefore, a non-restrictive clause and must be set off from the essential part of the sentence with two commas.

**“One must learn by doing the thing; for though you think you know it, you have no certainty, until you try.”**

—Sophocles



## FUNNY BUSINESS: Choose your partners wisely

A very successful businessman had a meeting with his new son-in-law. “I welcome you into the family,” said the man. “To show you how much we care for you, I am making you a 50-50 partner in my business. All you have to do is go to the factory every day and learn the operation.”

The son-in-law interrupted. “I hate factories. I can’t stand the noise.”

“I see,” replied the father-in-law, “Well, then you’ll work in the office and take charge of some of the operations.”

“I hate office work,” said the son-in-law. “I can’t stand being stuck behind a desk.”

“Wait a minute,” said the father-in-law. “I just made you half owner of a money-making industry, but you don’t like factories, and won’t work in an office. What am I going to do with you?”

“Easy,” said the son-in-law. “Buy me out.” 39

## How to make your language inclusive

1) Avoid the generic *he*. There are several different ways to rewrite sentences that use *he*, *his* or *him* to indicate both men and women:

- *Include both masculine and feminine pronouns*

Every entrepreneur needs the support of his or her family.

- *Make the subject plural*

All entrepreneurs need the support of their families.

- *Eliminate the pronoun*

Entrepreneurs need family support.

- 2) Refer to ethnic groups by the name they prefer

3) Refer to the person, not the disability or sickness (e.g. *a person with diabetes, rather than a diabetic*)

- 4) Avoid using gender, race, or age as markers of identity

*Biased language:* *The male nurse checked the patient’s pulse.*

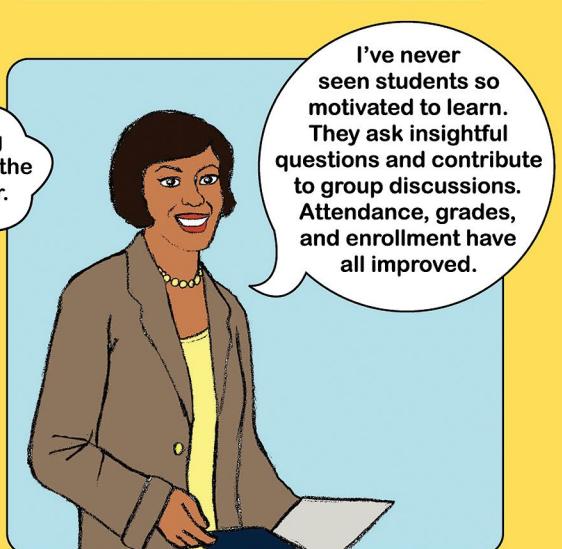
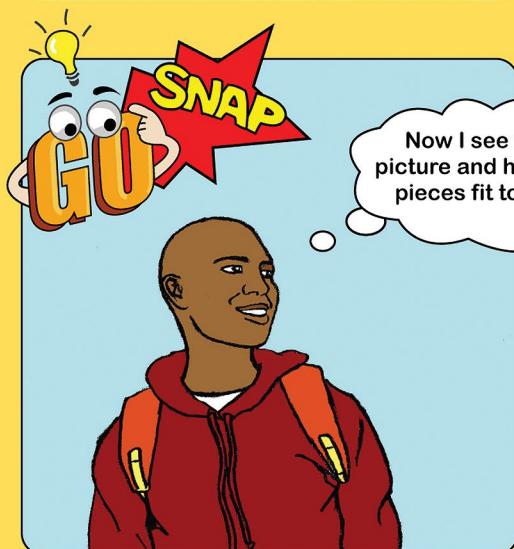
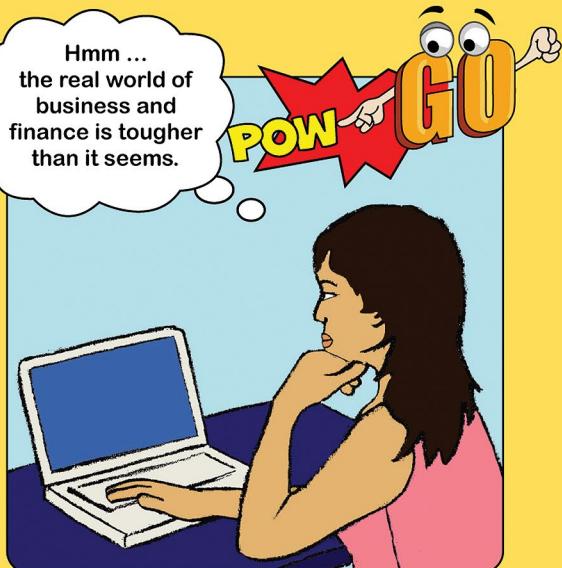
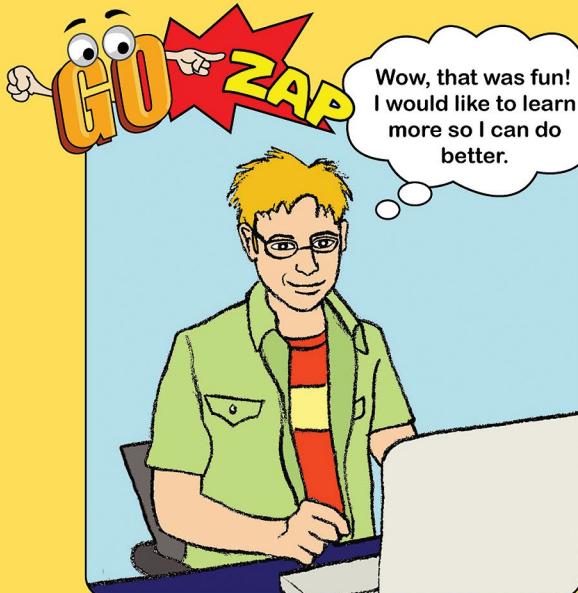
*Unbiased language:* *The nurse checked the patient’s pulse.*

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# Popular Slang

## Selection of popular slang

### 2013

<b>1. Merked</b>	It has many meanings, one being knocked out
<b>2. YOLO</b>	An acronym for "You Only Live Once."
<b>3. Swag</b>	Being or having something cool
<b>4. Reach</b>	Attending an event
<b>5. Styll</b>	Agreeing with someone
<b>6. Cray</b>	Short for crazy
<b>7. Rachet</b>	Rude, loud or obnoxious
<b>8. Flex</b>	Showing off
<b>9. Chirp</b>	To insult someone
<b>10. Scrilla</b>	Money
<b>11. My Mains</b>	Close group of friends
<b>12. Moss</b>	to chill out or relax
<b>13. SMH</b>	shakes my head

### 2009

<b>1. LOL</b>	Laughing out loud
<b>2. Tool</b>	Uncool person
<b>3. Crunk</b>	Extremely fun or exciting
<b>4. Props</b>	Praise
<b>5. Emo</b>	Melodramatic
<b>6. Jonesing</b>	Craving something
<b>7. Boo</b>	Boyfriend or girlfriend
<b>8. Shawty</b>	Female
<b>9. Uber</b>	Super
<b>10. AFK</b>	Away from keyboard
<b>11. Player</b>	Male who dates many women
<b>12. Baller</b>	Pro ball player and/or living extravagantly
<b>13. Peeps</b>	People or friends

97



## FUNNY BUSINESS: Pretending never pays

A young businessman had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hotshot, the businessman picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?"

The man said, "Yeah, I've come to activate your phone lines." 98

# Popular Slang



## Selection of popular 80's slang

As if	Yeah, right!
<b>Bogus</b>	Not good
<b>Boss</b>	Very cool
<b>Don't have a cow</b>	Don't panic
<b>Dweeb</b>	Nerd
<b>Gag me with a spoon</b>	Disgusting
<b>Get out!</b>	I don't believe it
<b>Gnarly</b>	Impressive
<b>Gross me out the door</b>	Disgusting
<b>Hood</b>	Neighborhood
<b>Homeboy</b>	Friend
<b>Mint</b>	Excellent
<b>Nice play Shakespeare</b>	That was a stupid or clumsy act
<b>Preppie</b>	Someone who dresses in expensive, tailored clothes
<b>Smooth move, Ex-Lax</b>	That was a stupid or clumsy act
<b>Way cool</b>	Very cool
<b>Yeah!</b>	
<b>That's the ticket</b>	That's right
<b>Yuppie</b>	Young Urban Professional

## Selection of popular 90's slang

<b>All that and a bag a chips</b>	Really great
<b>Back In the day</b>	"When I was ..."
<b>Brutal</b>	Bad
<b>Chick-flick</b>	Movie that appeals mostly to women
<b>Crib</b>	House or apartment
<b>Don't go there!</b>	Let's stay away from that touchy topic!
<b>Fly</b>	Cool
<b>Get Over It</b>	Stop over-reacting
<b>Good to go</b>	All set
<b>NOT</b>	The opposite
<b>Stylin'</b>	Cool, used to describe hair or clothing
<b>Whatever!</b>	I don't care!
<b>Wicked</b>	Very, as in "wicked good"
<b>You go, girl!</b>	Good for you!

97

*"We don't receive wisdom; we must discover it for ourselves after a journey that no one can take for us or spare us."*

—Marcel Proust

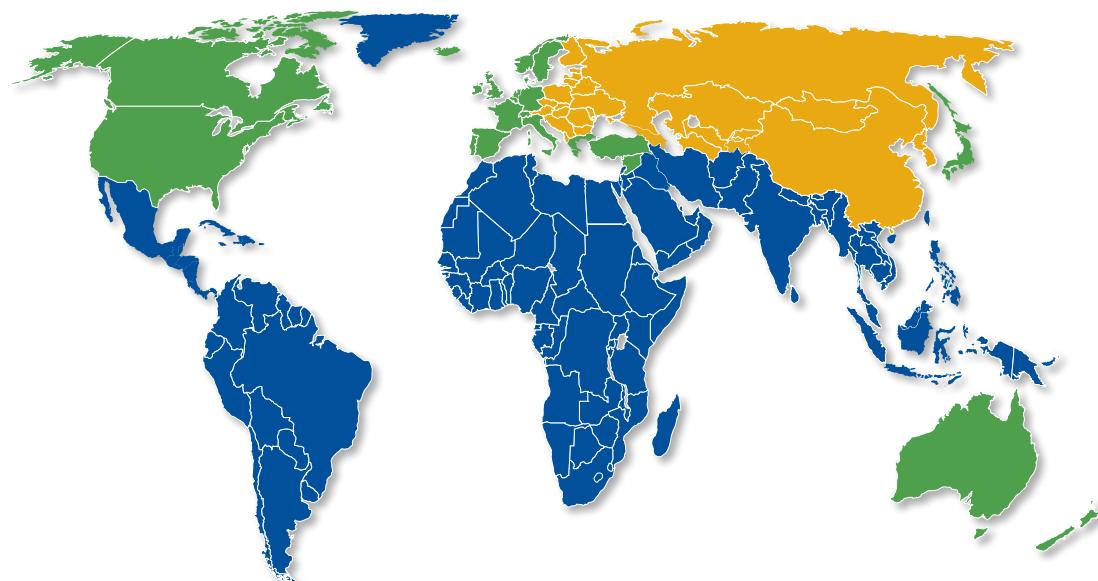


# World Facts

## The three “worlds”

A French demographer, Alfred Sauvy, coined the term “Third World” in 1952, comparing the status of developing countries with the status of commoners (the “third estate”) during the French revolution. The terms “first” and “second” world derive from the Cold War era: democratic, capitalist nations perceived themselves as the “first” world and referred to communist bloc nations as the “second” world.

The preferred term for poor countries is now “developing countries,” and the distinction between “first” and “second” world is no longer commonly used. Aboriginal peoples in various nations are sometimes referred to as the “fourth world.”



- █ First World
- █ Second World
- █ Third World (68)

## Top 10 wonders of the world

1. Pyramids of Egypt at Giza
2. Great Wall of China
3. Taj Mahal
4. Serengeti Migration
5. Galapagos Islands
6. Grand Canyon
7. Machu Picchu
8. Iguazu Falls
9. Bali
10. Amazon Rain Forest (69)

# World Facts



## 21 country profiles (Rank ordered by 2006 GDP per capita in US\$)

COUNTRY	POPULATION (millions)	MEDIAN AGE (years)	LIFE EXPECTANCY (years)	LITERACY RATE	OFFICIAL LANGUAGES	GDP (per Capita)	UNEMPLOYMENT RATE	POP BELOW POVERTY LINE	INFLATION RATE	EXPORTS (US\$B)	IMPORTS (US\$B)	CURRENCY
Bermuda	.066	40	78	98%	English	\$69,900	2.1%	19%	2.8%	\$2	\$1	Bermudian Dollar
UAE	3	28	75	78%	Arabic	\$45,200	2.4%	N/A	10.5%	\$103	\$60	Emirati Dirham
US	298	37	78	99%	English	\$41,600	5.1%	12%	3.2%	\$928	\$1,727	US Dollar
Canada	33	39	80	99%	English/French	\$33,900	6.8%	16%	2.2%	\$318	\$365	Canadian Dollar
Australia	20	37	81	99%	English	\$31,600	5.1%	N/A	2.7%	\$103	\$120	Australian Dollar
Japan	127	43	81	99%	Japanese	\$31,600	4.4%	N/A	-0.3%	\$551	\$451	Yen
Germany	82	43	79	99%	German	\$30,100	11.7%	N/A	2.0%	\$1,016	\$801	Euro
UK	61	39	79	99%	English	\$30,100	4.7%	17%	2.1%	\$373	\$484	British Pound
Sweden	9	41	81	99%	Swedish	\$29,800	5.8%	N/A	0.5%	\$127	\$104	Swedish Kronor
France	61	39	80	99%	French	\$29,600	9.9%	7%	1.7%	\$443	\$473	Euro
Israel	6	30	80	95%	Hebrew	\$25,000	9.0%	21%	1.3%	\$40	\$43	Israeli Shekel
Saudi Arabia	27	21	76	85%	Arabic	\$13,100	13.0%	N/A	0.4%	\$165	\$45	Saudi Riyal
South Africa	44	24	43	86%	IsiZulu (&10 others)	\$12,200	26.6%	50%	4.0%	\$51	\$53	Rand
Russia	143	38	67	99%	Russian	\$11,000	7.6%	18%	12.7%	\$245	\$125	Ruble
Mexico	107	25	75	92%	Spanish	\$10,000	3.6%	40%	4.0%	\$214	\$224	Mexican Peso
Brazil	188	28	72	86%	Portuguese	\$8,300	9.8%	22%	6.9%	\$115	\$78	Real
China	1,313	33	73	91%	Mandarin	\$6,800	20.0%	10%	1.8%	\$752	\$632	Yuan
India	1,095	25	65	60%	English/Hindi	\$3,400	8.9%	25%	4.2%	\$76	\$113	Indian Rupee
Bangladesh	147	22	62	43%	Bangla	\$2,100	2.5%	45%	7.0%	\$9	\$13	Taka
Sudan	41	18	59	61%	Arabic	\$2,100	18.7%	40%	9.0%	\$7	\$5	Sudanese Dinar
Somalia	9	18	48	38%	Somali	\$600	N/A	N/A	N/A	\$0.20	\$0.60	Somali Shilling

70

## Signs of the zodiac

<b>Aries</b>	Mar 21-Apr 19	<b>Leo</b>	Jul 23-Aug 22	<b>Sagittarius</b>	Nov 22-Dec 21
<b>Taurus</b>	Apr 20-May 20	<b>Virgo</b>	Aug 23-Sept 22	<b>Capricorn</b>	Dec 22-Jan 19
<b>Gemini</b>	May 21-Jun 21	<b>Libra</b>	Sept 23-Oct 22	<b>Aquarius</b>	Jan 20-Feb 18
<b>Cancer</b>	Jun 22-Jul 22	<b>Scorpio</b>	Oct 23 - Nov 21	<b>Pisces</b>	Feb 19-Mar 20

# World Facts



## U.S. and Canadian holidays and observances

HOLIDAY	Observed in U.S. Observed in Canada	2019	2020	2021
New Year's Day	USA CAN	Jan 1	Jan 1	Jan 1
Martin Luther King, Jr., Day	USA	Jan 21	Jan 19	Jan 18
Chinese Lunar/ New Year (Pig)	USA CAN	Feb 5	Jan 25	Feb 12
(Rat)				
(Ox)				
African American History Month	USA CAN	February	February	February
Lincoln's Birthday	USA	Feb 12	Feb 12	Feb 12
Valentine's Day		Feb 14	Feb 14	Feb 14
President's Day	USA	Feb 18	Feb 17	Feb 15
Family Day	CAN	Aug 4	Aug 2	Aug 1
Ash Wednesday	USA CAN	Mar 6	Feb 26	Mar 2
Orthodox Lent Begins	USA CAN	Mar 11	Mar 2	Mar 15
Muhammad's Birthday (Mawlid al-Nabi)	USA CAN	Nov 9	Oct 29	Oct 19
St. Patrick's Day	USA	Mar 17	Mar 17	Mar 17
Spring Equinox	USA CAN	Mar 20	Mar 19	Mar 20
Palm Sunday	USA CAN	Apr 14	Apr 5	Mar 28
Daylight Savings Time Begins	USA CAN	Mar 10	Mar 8	Mar 14
Jewish Passover	USA CAN	Apr 19	Apr 8	Apr 15
Good Friday	USA CAN	Apr 19	Apr 10	Apr 2
Easter Sunday	USA CAN	Apr 21	Apr 12	Apr 4
Easter Monday	USA CAN	Apr 22	Apr 13	Apr 5
Orthodox Easter Sunday	USA CAN	Apr 28	Apr 19	May 2
Cinco de Mayo	USA CAN	May 5	May 5	May 5
Mother's Day	USA CAN	May 12	May 10	May 9
Victoria Day	CAN	May 20	May 18	May 24
Memorial Day	USA	May 27	May 25	May 31
Flag Day	USA	Jun 14	Jun 14	Jun 14
Father's Day	USA CAN	Jun 16	Jun 21	Jun 20
Summer Solstice	USA CAN	Jun 21	Jun 20	Jun 21
St. Jean-Baptiste Day (Quebec)	CAN	Jun 24	Jun 24	Jun 24
Ramadan	USA CAN	May 5	Apr 23	Apr 12
Canada Day	CAN	Jul 1	Jul 1	Jul 1
Independence Day	USA	Jul 4	Jul 4	Jul 4
Civic Holiday	CAN	Aug 5	Aug 3	Aug 2
Labor Day	USA CAN	Sep 2	Sep 7	Sep 6
Grandparent's Day	USA	Sep 8	Sep 13	Sep 12
Fall Equinox	USA CAN	Sep 23	Sep 22	Sep 22
Jewish New Year (Rosh Hashanah)	USA CAN	Sep 29	Sep 18	Sep 7
Yom Kippur	USA CAN	Oct 8	Sep 27	Sep 16
Columbus Day	USA	Oct 14	Oct 12	Oct 11
Thanksgiving Day	CAN	Oct 14	Oct 12	Oct 11
Diwali (Deepavali)	USA CAN	Oct 27	Nov 14	Nov 4



## U.S. and Canadian holidays and observances

HOLIDAY		2019	2020	2021
Daylight Savings Time Ends	USA CAN	Nov 3	Nov 1	Nov 7
Islamic New Year (Muharram)	USA CAN	Sep 1	Aug 20	Aug 10
Halloween	USA CAN	Oct 31	Oct 31	Oct 31
Festival of Sacrifice (Eid al-Adha)	USA CAN	Aug 10	Jul. 30	Jul. 19
Veteran's Day	USA	Nov 11	Nov 11	Nov 11
Remembrance Day	CAN	Nov 11	Nov 11	Nov 11
Thanksgiving Day	USA	Nov 28	Nov 26	Nov 25
Black Friday	USA	Nov 29	Nov 27	Nov 26
Hanukkah	USA CAN	Dec 22 - Dec 30	Dec 10 - 18	Nov 28 - Dec 6
Winter Solstice	USA CAN	Dec 21	Dec 21	Dec 21
Christmas Eve	USA CAN	Dec 24	Dec 24	Dec 24
Christmas Day	USA CAN	Dec 25	Dec 25	Dec 25
Boxing Day	CAN	Dec 26	Dec 26	Dec 26
Kwanzaa	CAN	Dec 26 - Jan. 1	Dec 26 - Jan. 1	Dec 26 - Jan. 1
New Year's Eve	USA CAN	Dec 31	Dec 31	Dec 31

\*Not all holidays and observances are observed in every state or province.

Some of the observances listed are days of honour or religious observances and may not be observed by all. [\(71\)](#)

## Chinese animal zodiac

**The Chinese divide time into 12-year cycles. Each year in the cycle is assigned a different animal. People born in that year are said to possess the traditional characteristics of the animal.**

### Rat

1924, 1936, 1948, 1960, 1972, 1984, 1996, 2008

### Ox

1925, 1937, 1949, 1961, 1973, 1985, 1997, 2009

### Tiger

1926, 1938, 1950, 1962, 1974, 1986, 1998, 2010

### Rabbit

1927, 1939, 1951, 1963, 1975, 1987, 1999, 2011

### Dragon

1928, 1940, 1952, 1964, 1976, 1988, 2000, 2012

### Snake

1929, 1941, 1953, 1965, 1977, 1989, 2001, 2013

### Horse

1930, 1942, 1954, 1966, 1978, 1990, 2002, 2014

### Ram

1931, 1943, 1955, 1967, 1979, 1991, 2003, 2015

### Monkey

1932, 1944, 1956, 1968, 1980, 1992, 2004, 2016

### Rooster

1933, 1945, 1957, 1969, 1981, 1993, 2005, 2017

### Dog

1934, 1946, 1958, 1970, 1982, 1994, 2006, 2018

### Pig

1935, 1947, 1959, 1971, 1983, 1995, 2007, 2019 [\(72\)](#)

# World Facts



## World weather averages: temperature and precipitation

CITY	JANUARY		APRIL		JULY		OCTOBER		
	Average Temperature (C/F)	Average Precipitation (Millimeters)							
	Min	Max	Min	Max	Min	Max	Min	Max	
Boston	-7/19	2/36	91	3/37	12/54	89	17/63	27/81	84
New York City	-4/25	3/37	94	6/43	14/57	81	19/66	28/82	107
Detroit	-7/19	-1/30	53	3/37	13/55	64	17/63	28/82	84
Washington DC	-3/27	6/43	86	7/45	18/64	84	20/68	31/88	112
Chicago	-8/18	0/32	51	4/39	13/55	71	19/66	27/81	84
Miami	16/61	23/73	71	19/66	27/81	81	24/75	31/88	155
Nashville	-1/30	8/46	117	9/48	21/70	109	21/70	32/90	102
Atlanta	2/36	11/52	125	11/52	22/72	94	21/70	31/88	119
New Orleans	8/46	17/63	117	16/61	25/77	122	24/75	32/90	168
Kansas City	-6/21	3/37	33	8/46	18/64	81	21/70	32/90	104
Dallas	2/36	13/55	64	13/55	24/75	107	24/75	34/93	71
Houston	7/45	17/63	89	16/61	36/97	91	23/73	33/91	99
Las Vegas	-2/28	16/61	18	7/45	27/81	8	20/68	39/102	13
Phoenix	4/39	18/64	20	12/54	28/82	10	25/77	40/104	25
Los Angeles	8/46	18/64	79	10/50	21/70	25	16/61	27/81	0
San Diego	8/46	17/63	48	12/54	19/66	18	17/63	23/73	3
Honolulu	21/70	24/75	104	20/68	26/79	48	23/73	28/82	23
Anchorage	-15/5	-7/19	20	-3/27	7/45	10	9/48	18/64	41
Toronto	-9/16	-1/30	69	1/34	10/50	64	15/59	26/79	74
Vancouver	0/32	5/41	218	4/39	14/57	84	12/54	23/73	31
Athens	6/43	13/55	62	11/52	20/68	23	23/73	33/91	6
Auckland	16/61	23/73	79	13/55	19/66	97	8/46	13/55	145
Bangkok	20/68	32/90	8	25/77	35/95	58	24/75	32/90	160
Beijing	-10/14	1/34	4	7/45	21/70	17	21/70	31/88	243
Berlin	-3/27	2/36	46	4/39	13/55	42	14/57	24/75	73
Cairo	8/46	18/64	5	14/57	28/82	3	21/70	36/97	0
Cape Town	16/61	26/79	15	12/54	22/72	48	7/45	17/63	89
Havana	18/64	26/79	71	21/70	29/84	58	24/75	32/90	125
Hong Kong	13/56	18/64	33	19/66	24/75	137	26/79	31/88	381
London	2/36	6/43	54	6/43	13/55	37	14/57	22/72	57
Moscow	-16/3	-9/16	39	1/34	10/50	37	13/55	23/73	88
Mumbai	19/66	28/82	2.5	24/75	32/90	0	25/77	29/84	617
Paris	1/34	6/43	56	6/43	16/61	42	15/59	25/77	59
Rome	5/41	11/52	71	10/50	19/66	51	20/68	30/86	15
Sydney	18/64	26/79	89	14/57	22/72	135	8/46	16/61	117
Jerusalem	5/41	13/55	132	10/50	23/73	28	17/63	31/88	0
Tokyo	-2/28	8/46	48	8/46	17/63	135	21/70	28/82	142

# Money Matters



## U.S. currency markings

### "This note is legal tender...."

Legal statement that the bill can be used to measure and repay debts.

### Serial numbers

No two notes of the same series and denomination have the same serial number.

### Federal reserve bank seal

U.S. money is distributed by 12 Federal Reserve Banks



### Signatures

Signatures of the Secretary of the Treasury and the Treasurer of the United States (the people in those positions at the time of printing.)

### Series

Year in which the bill design was first used. Not necessarily the year the bill was printed.

## Whose faces are on U.S. bills?



**\$5** Abraham Lincoln



**\$10** Alexander Hamilton



**\$20** Andrew Jackson



**\$50** Ulysses S. Grant



**\$100** Benjamin Franklin 77

## What does the U.S. Federal Reserve Bank do?

The Federal Reserve Bank acts as "a bank to the banks" by performing the following roles:

- making and implementing monetary policy
- acting as the government's bank
- supervising and regulating banks and financial institutions
- providing banking services to banks and financial institutions

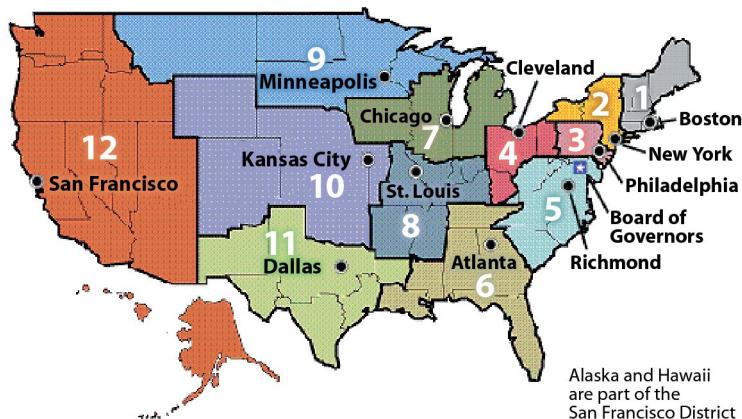
There are 12 Federal Reserve Banks, each of which serves a different region. In Canada, the Bank of Canada performs the same role as the Federal Reserve Bank system. 78

# Money Matters



## Map of U.S. Federal Reserve system districts

The 12 Federal Reserve System Districts



Alaska and Hawaii are part of the San Francisco District

79

## Security features of U.S. currency



- Heavyweight paper, made of cotton and linen.
- Red and blue threads. Also embedded in the bill is a polyester thread with the bill denomination printed on it.
- Microprint that is difficult to reproduce.



- Clear, lifelike portraits.



- Intricate border with clear, unbroken lines.

80

## FUNNY BUSINESS: What's in a name?

The manager of a large office asked a new employee to come into his office. "What is your name?" was the first thing the manager asked.

"John," the new guy replied.

The manager scowled. "Look, I don't know what kind of a namby-pamby place you worked at before, but I don't call anyone by their first name! It breeds familiarity, and that leads to a breakdown in authority," he said. "I refer to my employees by their last name only - Smith, Jones, Baker - that's all. Now that we've got that straight, what is your last name?"

The new guy sighed and said, "Darling. My name is John Darling."

The manager said, "Okay, John, the next thing I want to tell you..." 39



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# Money Matters



## Security features in Canadian bank notes

Canadian bills are made of a single piece of polymer that has a plastic feel and two clear panels. The bills are 2.5 times more durable than the old cotton-fibre bills.



Raised ink on the large numbers, the shoulders of the large portrait, and on the words *Bank of Canada*

New imagery celebrating technical innovation replace scenes of natural heritage.



The transparent panels feature metallic images as well as hidden numbers, visible when the bill is held up against a light source.

Bank note image used with the permission of the Bank of Canada/Image de billet de banque utilisée avec la permission de la Banque du Canada.

## Canadian coins

Because coins can last up to 20 times as long as bank notes, Canada no longer uses paper money for \$1 and \$2 denominations.



In 1987, Canada replaced dollar bills with bronze-plated dollar coins. The coin is popularly called "the Loonie" because it's engraved with an image of a loon.



The two-dollar coin is two-toned: a nickel ring around an aluminum-bronze center. The first "toonie" was engraved with the image of an adult polar bear on an ice floe. 81

## Faces on Canadian bills:

\$5	Sir Wilfrid Laurier
\$10	Sir John A. MacDonald
\$20	Her Majesty Queen Elizabeth II
\$50	William Lyon Mackenzie King
\$100	Sir Robert Borden

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# Money Matters



## Milestones in the history of money

3000 BCE	Banking develops in Babylonia	1659 CE	Oldest extant check issued in Britain.
1200 BCE	Cowrie shells used as currency in China	1660 CE	Goldsmiths' receipts used in Britain as banknotes.
640 BCE	Lydians (from Ancient Turkey) the first Westerners to use coins	1694 CE	Bank of England founded.
405 BCE	The Ancient Greeks hoard so many silver coins that Athens has to resort to using bronze.	1699-1727 CE	Sir Isaac Newton is master of the British mint.
350 BCE	The normal lending rate in Ancient Greece is 10% interest.	1715 CE	To cope with coin shortages, North Carolina makes 17 different forms of money legal coin, including wampum, tobacco, and Spanish coins.
275 BCE	Romans are still using heavy bronze bars as currency, soon to be replaced by coins.	1764 CE	Britain prohibits colonies from issuing paper money.
118 BCE	The Chinese issue leather money, made of white deerskin.	1776 CE	In <i>The Wealth of Nations</i> , Adam Smith shows advantages of paper money.
30 BCE-14 CE	Augustus Caesar reforms the Roman money system, issuing new coins and establishing new taxes: sales tax, land tax, and a poll tax.	1780 CE	Bank of Pennsylvania founded.
270 CE	Emperor Aurelian issues coins that are made of nearly pure gold.	1789 CE	U.S. Constitution gives the federal government power to create money.
435 CE	Because of the Anglo-Saxon invasions, Britain stops using coins.	1794 CE	U.S. mint opens.
561 CE	Britain resumes using coins. The first ones are minted by a French bishop, Liudard.	1787-1817 CE	Shortage of copper and silver coins in Britain leads to use of foreign coins and privately-issued tokens to pay wages.
960 CE	Chinese begin regularly issuing paper money.	1820 CE	Last silver British pennies produced.
1149 CE	Chinese Hung Tsun publishes <i>A Treatise on Coinage</i> .	1825 CE	British banking crisis. In one year, 60 banks fail.
1232-53 CE	Several Italian states issue gold coins. The florin, from Florence, is copied in other parts of Europe.	1837 CE	American states allowed to issue paper money.
1275-92 CE	Marco Polo learns of paper money in China.	1840 CE	U.S. establishes independent treasury.
1351 CE	The weight of the English penny is reduced for the second time (having been first reduced in 1344).	1862 CE	U.S. federal government places tax on state bank notes.
1401 CE	Founding of the Bank of Barcelona	1873 CE	Following the California gold rush, the U.S. converts to a gold standard.
1455 CE	China stops issuing paper money.	1881 CE	Postal money orders introduced in Britain.
1504 CE	First shilling coins produced.	1910 CE	The Kirghiz people in Russia still use horses and sheep as money.
1599 CE	Ounce for ounce, pepper is sometimes more valuable than gold.	1935 CE	Cowrie shells still used as currency in Nigeria.
1609 CE	Bank of Amsterdam founded.	1960 CE	Primitive forms of money (such as shells and cattle) have mostly disappeared.
1619 CE	Tobacco begins to be used as currency in Virginia. (The practice will continue for the next 200 years.)	1995 CE	Ninety percent of the total value of U.S. transactions for the year were paid for electronically.
1621 CE	Maximum annual rate of interest in England is reduced to 8%.	1997 CE	Rock star David Bowie issues Bowie Bonds.
1637 CE	Wampum (shells) used as currency by American settlers.	1999 CE	Single European currency (the Euro) adopted by Belgium, Germany, Spain, France, Ireland, Italy, Luxembourg, the Netherlands, Austria, Portugal and Finland. <span style="border: 1px solid blue; border-radius: 50%; padding: 2px;">85</span>



# Consumer Protection

## Typical frauds and scams

### On the phone

- **Telemarketers** promising prizes if you call a 1-800 or 1-900 number and "verify" your identity by giving your credit card.
- **Opportunities to "invest"** in fraudulent schemes.
- **Bank examiner con:** a so-called "bank examiner" says he needs your help to catch a bank teller suspected of theft. You are asked to withdraw a specified amount of cash from your account and hand it over to the "examiner" so he can test the teller's honesty by re-depositing it.
- **Travel companies** that say you've won a free trip or cruise, which you can claim once you join their travel club by purchasing a membership with your credit card.

### At the door

- **The pigeon drop.** A stranger claims to have just found a large sum of money, which you can share if you give the stranger "good faith" money to keep until the money is claimed.
- **Funeral chasers.** The con artist visits the family of the dead person, claiming the deceased ordered merchandise to be delivered the next day and there's money due to pay for it.
- **Home repair.** The con artist says there's a problem with your house and offers to fix the problem for a low price. Once the work begins, however, major problems appear that cost more than the original quote. The "problems" might be fictional or actual damage caused by the con artist.

### In the mail

- **Stolen checks** (especially routine checks that arrive at a predictable time each month, such as Social Security payments)
- **Fake contests.** To claim your "prize," you're asked to make a small payment.

### On the computer

- **Virus.** Computer program that infiltrates other programs and can damage software and hardware.
- **Worm.** Computer program that sends copies of itself over a network.
- **Spam.** "Junk" email. May contain worms.
- **Phishing.** Spam email message from fraudsters trying to obtain personal and financial information (perhaps luring you to a website to update an "account" or collect a "refund").
- **Spyware.** Software that collects information about your Web surfing habits.

You can protect yourself from computer threats by using up-to-date anti-virus, anti-spam, and anti-spyware software. Don't open unidentified attachments or download a file from a dubious source. [\(67\)](#)

*"The world does not pay for what a person knows. But it pays for what a person does with what he knows."*

—Laurence Lee

# Consumer Protection



## Unethical business practices

### Greenwashing

Greenwashing is a deceptive marketing technique whereby companies with environmentally damaging and unsustainable technologies create positive messages designed to lead consumers to believe their products and practices are safe and environmentally friendly.

### Bait and switch advertising

Bait and switch advertising occurs when a seller advertises a product it has no intention of really selling. The purpose is to switch consumers from buying the advertised merchandise to buying another product that is more profitable for the seller. For example, a company advertises a radio for \$50, but consumers who try to purchase it discover that the company really only stocks luxury radios for \$75. <sup>63</sup>

### Shilling

A shill is a person paid to appear as an unbiased, enthusiastic supporter of a company's. The shill's false endorsement inspires other customers to buy the product being sold. <sup>63</sup>

### Spamming

Spamming is emailing people unsolicited advertising or promotional material (spam) that's the Internet equivalent of junk mail.

### Pyramid scheme

In a pyramid scheme, the first-level investor recruits people to make payments, offering the promise that these second-level investors will then be able to sign up others to make payments to them. The scheme eventually collapses when the number of new investors cannot support the upward payment structure. <sup>64</sup>

*“A mind is a fire to be kindled, not a vessel to be filled.”*

—Plutarch

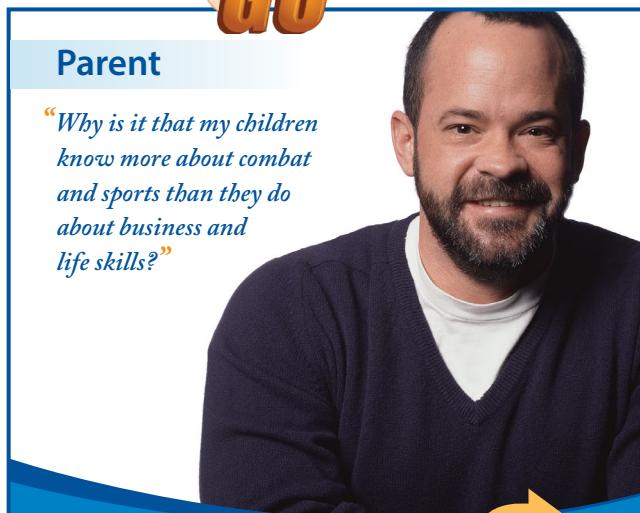
## How to protect yourself from fraud and identity theft

- Protect your Social Security number, bank account and credit card numbers, PIN's (personal identification numbers), passwords and other personal information.
- Keep your financial trash "clean." Don't throw away old ATM or credit card receipts, bank statements, tax returns, or other documents containing personal information without shredding them first.
- Use extra care with personal information on a computer or over the Internet.
- Beware of offers that seem too good to be true.



### Parent

*“Why is it that my children know more about combat and sports than they do about business and life skills?”*



**It's possible with GoVenture!**

(see flip side of book)

# Consumer Protection



## Hard times for corporate criminals

Convicted white-collar criminal	Company	Sentence (Years)
Bernie Madoff	Madoff Investment Securities	150
Bernard Ebbers	WorldCom	25
Jeff Skilling	Enron	24.5
Martin Frankel	The Frankle Fund	16
John Rigas	Adelphia Communications	15
Charles Keating	Lincoln Savings & Loan	12.5
Michael Milken	Drexel Burnham Lambert	10
Dennis Kozlowski	Tyco International	8
Ernest Saunders	Guinness	5
Steve Madden	Steve Madden Ltd.	3.5
Ivan Boesky	Wall Street Financier	3
Martha Stewart	Martha Stewart Living	0.5 <small>(65)</small>

## Employment scams

Beware of companies offering job listings or job searching for high fees. Most legitimate search agencies receive commissions from employers, not job seekers. Also beware of offers of start-up packages for stay-at-home work that sounds too good to be true.

## Quick consumer tips

Take a sober second thought when you encounter the following:

- Extended warranties or service contracts.
- Credit insurance offers.
- Payday and tax refund loans.
- Rent-to-own offers.
- Real estate agents who claim to represent the buyer.
- Buy Here, Pay Here car lots.
- Any offer that sounds too good to be true—it probably is. (66)



### FUNNY BUSINESS: Quality versus Price

Two barbershops were in red-hot competition. One put up a sign advertising haircuts for seven dollars. His competitor put up one that read, "We repair seven-dollar hair cuts." (39)

# Financial Planning



## Einstein and the Rule of 72

### Albert Einstein is credited with discovering the compound interest rule of 72:

$72 \div \text{interest rate} = \text{number of years it will take investment or debt to double}$

Example:  $72 / 10\% \text{ interest} = 7.2 \text{ years for an investment to double}$

It's rumored that Albert Einstein once said that compound interest is the most powerful force in the universe. <sup>(57)</sup>

## Buying life insurance

Life insurance can be an important financial safety net. After the insured person dies, the *beneficiary* (person designated to receive the funds) receives a lump sum payment of thousands, normally hundreds of thousands, of dollars. This money can help pay the mortgage on the family home, funeral expenses, or day-to-day living expenses for the insured's family.

There are two main types of insurance: term and permanent. Term insurance provides coverage for a fixed number of years, whereas permanent insurance provides lifelong coverage. Permanent insurance policies normally have a "cash value," which means you may be able to borrow money from the insurance company, using the value of your insurance policy as collateral. <sup>(58)</sup>

**“What one has not experienced, one will never understand in print.”**

—Isadora Duncan

## Common mistakes young people make with money

- Buying items you don't need...and paying for them with interest
- Getting too deeply in debt
- Paying bills late or otherwise tarnishing your reputation
- Having too many credit cards
- Not watching expenses
- Not saving for the future
- Paying too much in fees
- Not taking responsibility for personal finances <sup>(59)</sup>

## Five things you should know about credit cards

- Use them wisely. Many cards carry an annual interest rate of more than 18%.
- Look for the card that best suits your needs, and don't be distracted by special offers.
- Pay more than the minimum monthly payment to reduce interest charges.
- Pay on time to avoid late penalties and a lower credit rating.
- Keep your credit card numbers private and verify that online transactions are encrypted. <sup>(60)</sup>

## Five things you should know about checking accounts

- Shop around for the best service charges and the features that fit your needs.
- Regularly update your checkbook.
- Keep track of your daily balance so you won't overdraw your account.
- Use online banking to track transactions and reduce service charges.
- Check your bank statement for errors. <sup>(60)</sup>



## Financial planning lifecycle

### If you're in high school...

- Consider getting a part-time job.
- Open a bank account.
- Start the habit of monthly saving.
- Take a personal finance class or join an investors' club.
- Research options for financing your higher education.

### If you're in college or university...

- Pay your bills on time. You're starting to build your credit history now.
- Think carefully about using your credit card.
- Protect your Social Security Number and other private identification.
- Consider getting part-time work in the professional field you'd like to enter after graduation.
- Continue contributing to savings and investments.
- Educate yourself about personal finance, through classes and reading.

### If you're starting a career...

- Use a budget to control spending.
- Build a good credit history by keeping debt manageable and paying bills on time.
- Start building retirement savings.
- Consider purchasing life and disability insurance.

### If you're starting a family...

- Continue contributing to savings and investments.
- Start thinking about buying your own home.
- Purchase life, health, and home (or tenant's) insurance.
- Make a legal will. (60)



**Early Years**  
To mid 30s  
Get started!  
Growth-oriented.



**Middle Years**  
mid 30s – late 40s  
Build value and Invest!  
Diversify.  
Growth-oriented.



**Pre-Retirement Years**  
late 40s – retirement  
Consolidate!  
Diversify but reduce  
amount of high risk.



**Retirement Years**  
60s and over  
Security!  
Income-oriented.  
More conservative.

## Planning for retirement while you're young

The more time you have to save, the greater returns you'll earn through compound investment. Consider this scenario:

### Person A

Invests \$1,000 per year from age 20 to 30.  
7% annual interest.  
Retirement income at age 65: **\$168,514**

### Person B

Invests \$1,000 per year from age 30 to 65.  
7% annual interest.  
Retirement income at age 65: **\$147,913.** (61)

## Bull and Bear markets



### Bull market

Period of rising prices in the stock market.



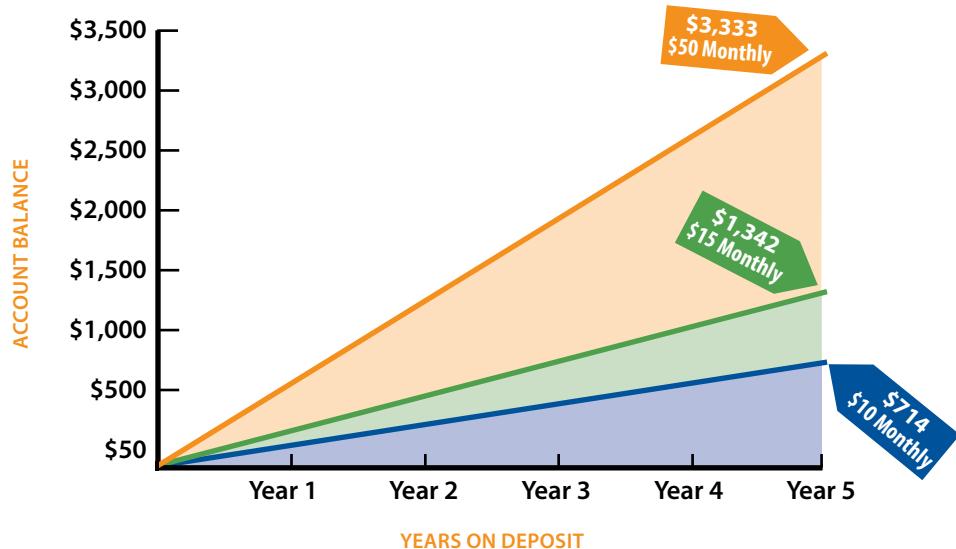
### Bear market

Period of declining prices in the stock market.

# Financial Planning



## How a small savings account can grow



3.5% interest rate compounded monthly for 5 years, initial deposit \$50

62

*“Experience is not what happens to you; it's what you do with what happens to you.”*

—Aldous Huxley

## Economic Development Professional

*“I help build economies at the grass-roots level. It all starts with education. The more we can provide, and the faster we can provide it, the greater the chance and the impact of success.”*



**It's possible with GoVenture!**  
(see flip side of book)



# The Job Market

## 20 worst-paying jobs in the United States (2013)

JOB	MEAN ANNUAL SALARY (US\$)
1. Shampooers	\$18,600
2. Fast food counter workers	\$18,810
3. Dishwashers	\$18,930
4. Hosts and hostesses (restaurant, lounge, and coffee shop)	\$19,570
5. Amusement and recreation attendants	\$20,020
6. Ushers, lobby attendants, and ticket takers	\$20,320
7. Cashiers	\$20,410
8. Waiters and waitresses	\$20,710
9. Lifeguards, ski patrol, and (other recreational safety workers)	\$20,720
10. Pressers, textile, garment and related materials	\$20,730
11. Personal and home care aides	\$20,830
12. Childcare workers	\$21,310
13. Manicurists and pedicurists	\$21,440
14. Parking lot attendants	\$21,540
15. Laundry and dry-cleaning workers	\$21,540
16. Motion picture projectionist	\$21,600
17. Automotive and watercraft service attendants	\$21,600
18. Bartenders	\$21,630
19. Maids and housekeeping cleaners	\$21,820
20. Home health aides	\$21,830 <small>(15)</small>

## 20 best-paying jobs in the United States (2013)

JOB	MEAN ANNUAL SALARY (US\$)
1. Anesthesiologists	\$232,830
2. Surgeons	\$230,540
3. Obstetricians and gynecologists	\$216,760
4. Oral and maxillofacial surgeons	\$216,440
5. Internists	\$191,520
6. Orthodontists	\$186,320
7. Physicians and surgeons, all other	\$184,820
8. Family and general practitioners	\$180,850
9. Psychiatrists	\$177,520
10. CEOs	\$176,840
11. Prosthodontists	\$168,120
12. Pediatricians	\$167,640
13. Dentists, all other specialists	\$164,780
14. Dentists, general	\$163,240
15. Nurse Anesthetists	\$154,390
16. Petroleum engineers	\$147,470
17. Architectural and engineering managers	\$133,240
18. Podiatrists	\$132,470
19. Lawyers	\$130,880
20. Natural sciences managers	\$130,400 <small>(15)</small>

# The Job Market



## 25 occupations projected to grow fastest in the United States from 2012 to 2022

Industry	2012	2022	Change (%)
1. Services for the elderly and persons with disabilities	769,800	1,294,700	68%
2. Home health care services	1,198,600	1,914,300	60%
3. Offices of all other health practitioners	114,200	181,800	59%
4. Specialty (except psychiatric and substance abuse) hospitals; private	251,600	392,400	56%
5. Offices of physical, occupational and speech therapists, and audiologists	305,400	467,400	53%
6. Masonry contractors	130,800	196,100	50%
7. Residential building construction	573,500	849,800	48%
8. Other transit and ground passenger transportation	91,300	131,500	44%
9. Beer, wine, and distilled alcoholic beverage merchant wholesalers	172,700	245,700	42%
10. Management, scientific, and technical consulting services	1,121,100	1,577,100	41%
11. Waste collection	150,300	209,400	39%
12. Computer systems design and related services	1,620,300	2,229,000	38%
13. Ambulance services	162,000	220,300	36%
14. All other ambulatory health care services	103,800	140,900	36%
15. Medical and diagnostic laboratories	234,000	317,700	36%
16. Outpatient mental health and substance abuse centers	190,300	258,400	36%
17. Cement and concrete product manufacturing	161,600	218,900	35%
18. Other financial investment activities	356,300	480,500	35%
19. Educational support services; private	120,300	161,900	35%
20. Office administrative services	426,400	571,300	34%
21. Community care facilities for the elderly	789,700	1,057,000	34%
22. Support activities for road transportation	86,700	115,400	33%
23. Other specialty trade contractors	535,300	709,600	33%
24. Poured concrete foundation and structure contractors	151,300	199,700	32%
25. Power and communication line and related structures construction	154,900	203,400	31% <span style="font-size: small;">(16)</span>

## Top five reasons people start businesses

1. To do work they love
2. To be their own bosses
3. To make more money
4. To create something people need
5. To pursue a challenge (17)

## Costs of starting a franchise (in US\$)

- The average cost of starting a franchise is \$143,260.
- 32% of franchisees invest between \$100,000 and \$300,000.
- 26% invest less than \$50,000.
- 17% invest between \$50,000 and \$99,999.
- 9% invest \$300,000 or more. (18)

*“I hear and I forget. I see and I remember. I do and I understand.”*

—Confucius



# Biggest and Best

## World's largest public companies (by 2019 market value)

Company	Industry	Market Value (US\$ billions)	Corporate Headquarters	2009 Ranking
1. Apple	Technology	961	United States	ExxonMobil
2. Microsoft	Technology	946	United States	PetroChina
3. Amazon	Retail & Technology	916	United States	Wal-Mart
4. Alphabet	Technology	863	United States	China Mobile
5. Berkshire Hathaway	Investing	516	United States	ICBC
6. Facebook	Technology	512	United States	Microsoft
7. Alibaba	Technology	480	China	Procter & Gamble
8. Tencent Holdings	Technology	472	China	AT&T
9. JPMorgan Chase	Banking & Finance	368	United States	Johnson & Johnson
10. Johnson & Johnson	Medical & Consumer Goods	366	United States	Royal Dutch Shell <span style="color: #0070C0;">(76)</span>

## Largest private companies in the United States (by revenue 2018)

Company	Industry	Revenue (US\$ billions)	Employees	Corporate Headquarters
1. Cargill	Food, Drink & Tobacco	114	155,000	Minnesota
2. Koch Industries	Multicompany	110	120,000	Kansas
3. Albertsons	Food Markets	60	275,000	Idaho
4. Deloitte	Business Services	43	263,900	-
5. PricewaterhouseCoopers	Business Services	41	236,000	-
6. Mars	Food, Drink & Tobacco	35	100,000	Virginia
7. Ernst & Young	Business Services	35	247,570	-
8. Publix Super Markets	Food Markets	34	193,000	Florida
9. Reyes Holdings	Food, Drink & Tobacco	28	31,000	Illinois
10. C&S Wholesale Grocers	Food, Drink & Tobacco	27	16,200	New Hampshire <span style="color: #0070C0;">(76)</span>

## Best business schools (MBA programs)

School	Location	School	Location
1. Stanford	Stanford, CA	6. Dartmouth (Tuck)	New York City, NY
2. Chicago (Booth)	Chicago, IL	7. Colombia	New York, NY
3. Harvard	Boston, MA	8. Duke (Fuqua)	Durham, NC
4. Pennsylvania (Wharton)	Philadelphia, PA	9. Cornell (Johnson)	Ithaca, NY
5. Northwestern (Kellogg)	Evanston, IL	10. Michigan (Ross)	Ann Arbor, MI

*\*Schools are ranked based on the return on investment their degrees provide to graduating learners (compensation five years after graduation, minus tuition and salary given up while attending school). (76)*

# Biggest and Best



## The best (worst) foods\*

Food	Fat in Average Serving (Grams)	Calories in Average Serving
1. Eggs Benedict with Hollandaise Sauce	72	1,000
2. Cheeseburger	68	1,000
3. Duck Confit	60	1,000
4. Fondue	50	1,300
5. Fettuccine Alfredo	40	500
6. French Fries	30 to 50	600 to 1,000
7. Foie Gras	35	300 to 400
8. Chicken Hash	30 to 35	400
9. Fried Chicken	20 to 30	200 to 400
10. Lasagna	30	500

\*Foods that taste great but have a large amount of fat and an exceptionally high number of calories. [\(76\)](#)

## Five most expensive diseases

Disease	Annual Healthcare Costs (US\$ billions)
1. Mental Illness <ul style="list-style-type: none"><li>• Alzheimer's and dementia</li><li>• Schizophrenia and similar disorders</li><li>• Attention deficit hyperactivity disorder</li></ul>	142
2. Heart Conditions <ul style="list-style-type: none"><li>• Heart attacks</li><li>• Arrhythmia</li><li>• Chronic heart failure</li></ul>	123
3. Trauma <ul style="list-style-type: none"><li>• Broken bones</li><li>• Sprains and strains</li><li>• Open wounds</li></ul>	100
4. Cancer <ul style="list-style-type: none"><li>• Breast cancer</li><li>• Prostate</li><li>• Skin cancer</li></ul>	99
5. Respiratory Ailments <ul style="list-style-type: none"><li>• Chronic Obstructive Pulmonary Disease (COPD)</li><li>• Asthma <a href="#">(76)</a></li></ul>	64

*“He helps others most,  
who shows them how to  
help themselves.”*

*—A. P. Gouthey*

# Biggest and Best



## Top-earning CEOs

### 2012

CEO	Company	Pay*
1. John H Hambergeren	McKesson	131
2. Ralph Lauren	Ralph Lauren	65
3. Michael D Fascatelli	Vornado Realty	64
4. Richard D Kinder	Kinder Morgan	60
5. David M Cote	Honeywell	55
6. George Paz	Express Scripts	51
7. Jeffery H Boyd	Priceline.com	50
8. Stephen J Hemsley	UnitedHealth Group	48
9. Clarence P Cazalot Jr	Marathon Oil	43
10. John C Martin	Gilead Sciences	43

### 2009

CEO	Company	Pay*
1. Lawrence J. Ellison	Oracle	557
2. Ray R. Irani	Occidental Petroleum	223
3. John B Hess	Hess	155
4. Michael D. Watford	Ultra Petroleum	117
5. Mark G. Papa	EOG Resources	90
6. William R Berkley	WR Berkley	87
7. Matthew K Rose	Burlington Santa Fe	69
8. Paul Evanson	Allegheny Energy	67
9. Hugh Grant	Monsanto	65
10. Robert W. Lane	Deere & Co	61

\* US\$ Millions. Compensation rank is based on total compensation for latest fiscal year. Total compensation for each chief executive includes the following: salary and bonuses; other compensation, such as vested restricted stock grants, LTIP payouts and perks; and stock gains, the value realized by exercising stock options. [\(76\)](#)

## Most expensive homes in the world

Home	Location	Price Tag (US\$ millions)
1. Antilia	Mumbai, India	1,000
2. Villa Leopolda	Villefranche-sur-mer, France	750
3. Fair Field	Sagaponack, N.Y.	248
4. Kensington Palace Gardens	London, U.K.	222
5. One Hyde Park	London, U.K.	221
6. Ellison Estate	Woodside, CA	200
7. Kensington Palace Gardens	London, U.K.	140
8. Blossom Estate	Palm Beach, FL, USA	130
9. Xanadu 2.0	Seattle, WA, USA	120
10. Mountain Home Road	Woodside, CA, USA	117 <a href="#">(76)</a>

## Most expensive private islands

Island Name	Location	Price Tag (US\$ millions)
1. Lanai Island	Hawaii	600
2. Lisbon Island	Portugal	310
3. Necker Island	British Virgin Islands	100
4. Ronde Island	Grenada	100
5. D'Arros Island	Seychelles	94
6. James Island	Canada	75
7. Caye Chapel Island	Belize	65
8. Hans Lollik Island	US Virgin Islands	45
9. Motu Tane Island	Bora Bora, French Polynesia	40
10. Charles Island	Bahamas	39 <a href="#">(116)</a>

# Biggest and Best



## What it costs to live well in 20 U.S. cities\*

City	Annual expenses (Family of 4)
New York, New York	483,775
Boston, Massachusetts	407,152
Los Angeles, California	370,359
Washington, DC	311,868
Miami, Florida	308,430
Atlanta, Georgia	307,091
Honolulu, Hawaii	288,241
Houston, Texas	286,382
Seattle, Washington	282,907
Minneapolis, Minnesota	280,995
Chicago, Illinois	277,342
Philadelphia, Pennsylvania	259,810
Detroit, Michigan	239,867
Las Vegas, Nevada	239,821
New Orleans, Louisiana	239,741
Denver, Colorado	239,304
Charleston, West Virginia	236,996
Nashville, Tennessee	227,027
Portland, Maine	212,057
Anchorage, Alaska	200,063

\*Annual expenses include: primary home, vacation home, cars, dining out, groceries, travel, health care, utilities, private school, college, savings, and miscellaneous expenses <sup>76</sup>

## The world's growing number of billionaires

Year	Number of billionaires
1986	140
2003	476
2008	1,125
2009	793
2013	1,426 <sup>76</sup>

## Trainer

*“Expanding classroom training is beyond our budget. eLearning has improved accessibility, but low participation and completion rates are hindering our progress. Training is critical to our organization, and I need to deliver what our people need, when they need it.”*



## It's possible with GoVenture!

(see flip side of book)

## World's most expensive cars

### 2013

Car	Price (US\$)
1. Maybach Exelero	8,000,000
2. Lamborghini Veneno	4,500,000
3. Lykan Hypersport	3,500,000
4. Bugatti Veyron	2,600,000
5. Aston Martin	1,850,000
6. Koenigsegg Agera	1,800,000
7. Maybach Landaulet	1,380,000
8. Hennessey Venom GT Spyder	1,100,000
9. McLaren F1	9,700,000
10. Ferrari Enzo	670,000

### 2009

Car	Country of origin	Price (US\$)
1. Koenigsegg CCXR	Sweden	2,173,950
2. Bugatti Veyron 16.4	France	2,027,760
3. Pagani Zonda Cinque Roadster	Italy	1,882,920
4. Bugatti Veyron 16.4	France	1,738,080
4. Pagani Zonda Cinque Coupé	Italy	1,738,080
5. Lamborghini Reventon	Italy	1,454,400
6. Pagani Zonda F Roadster	Italy	1,448,000
7. Maybach Landaulet	Germany	1,380,000
8. Pagani Zonda F Coupé	Italy	1,375,980
9. Leblanc Mirabeau	Sweden	861,798
10. SSC Ultimate Aero	United States	740,000 <sup>117</sup>

# Biggest and Best



## Sports team valuations

2018 RANK	TEAM	SPORT	Value (US \$ Billions)	2017 RANK
1	Dallas Cowboys	NFL	4,800	1
2	Manchester United	Soccer	4,123	3
3	Real Madrid	Soccer	4,088	5
4	Barcelona	Soccer	4,064	4
5	New York Yankees	MLB	4,000	2
6	New England Patriots	NFL	3,700	6
7	New York Knicks	NBA	3,600	7
8	Los Angeles Lakers	NBA	3,300	9
8	New York Giants	NFL	3,300	8
10	Golden State Warriors	NBA	3,100	20
10	Washington Redskins	NFL	3,100	11 <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">76</span>

2013 RANK	TEAM	SPORT	Value (US \$ Billions)
1	Real Madrid	Soccer	3,444
2	Barcelona	Soccer	3,200
3	Manchester United	Soccer	2,810
4	New York Yankees	MLB	2,510
5	Dallas Cowboys	NFL	2,300
6	Los Angeles Dodgers	MLB	2,000
7	Bayern Munich	Soccer	1,850
8	New England Patriots	NFL	1,800
9	Washington Redskins	NFL	1,700
10	New York Giants	NFL	1,550 <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">76</span>

## The world's wealthiest people (2014)

Billionaire	Net worth (US\$ billions)	Source of wealth	Country of Citizenship
1. Jeff Bezos	129	Amazon	United States
2. Bill Gates	90	Microsoft	United States
3. Bernard Arnault	86	LVMH	France
4. Warren Buffett	85	Berkshire Hathaway	United States
5. Amancio Ortega	68	Zara	Spain
6. Mark Zuckerberg	67	Facebook	United States
7. Larry Ellison	65	Oracle	United States
8. Carlos Slim	61	Microsoft	Mexico
9. Michael Bloomberg	60	América Móvil	United States
10. Mukesh Ambani	58	Reliance Industries	India <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">76</span>

# Movies and Music



## Most lucrative movie franchises (2019)

Franchise	Total gross (US\$ billions)	Number of movies
1. Marvel Cinematic Universe	21.3	28
2. Star Wars	9.3	11
3. Harry Potter	9.2	12
4. James Bond	7.1	26
5. Lord of the Rings	5.9	7
6. X-Men	5.8	12
7. DC Extended Universe	5.3	27
8. Fast and the Furious	5.2	10
9. Jurassic Park	5.0	6
10. Spider-Man	4.9	7 <small>(86)</small>

## Top 20 movies of all-time, world-wide

Movie	Worldwide Box Office Revenues (US\$ millions)
1. Avatar (2009)	\$2,776
2. Avengers: Endgame (2019)	\$2,628
3. Titanic (1997)	\$2,208
4. Star Wars Ep. VII: The Force Awakens (2015)	\$2,053
5. Avengers: Infinity War (2018)	\$2,048
6. Jurassic World (2015)	\$1,648
7. Furious 7 (2015)	\$1,518
8. The Avengers (2012)	\$1,517
9. Avengers: Age of Ultron (2015)	\$1,403
10. Black Panther (2018)	\$1,348
11. Harry Potter and the Deathly Hallows: Part II (2011)	\$1,341
12. Star Wars Ep. VIII: The Last Jedi (2017)	\$1,316
13. Jurassic World: Fallen Kingdom (2018)	\$1,305
14. Frozen (2013)	\$1,272
15. Beauty and the Beast (2017)	\$1,259
16. Incredibles 2 (2018)	\$1,242
17. The Fate of the Furious (2017)	\$1,234
18. Iron Man 3 (2013)	\$1,215
19. Minions (2015)	\$1,160
20. Aquaman (2018)	\$1,146 <small>(86)</small>

*“Genius without experience is like gold in the mine.”*  
—Anonymous

# GoVenture



## Experiential Learning

GoVenture is one of the original and most widely used series of educational games and simulations in the world. Energize your students with GoVenture!

[www.GoVentureOasis.com](http://www.GoVentureOasis.com)

# Movies and Music



## 10 celebrities earning the highest incomes

2013 Celebrity	Income (US\$ millions)	2009 Celebrity	Income (US\$ millions)
1. Madonna	125	1. Oprah Winfrey	275
2. Steven Spielberg	100	2. George Lucas	170
3. Simon Cowell	95	3. Steven Spielberg	150
4. E.L James	95	4. Madonna	110
5. Howard Stern	95	5. Tiger Woods	110
6. James Patterson	91	6. Jerry Bruckheimer	100
7. Glenn Beck	90	7. Beyonce Knowles	87
8. Michael Bay	82	8. Jerry Seinfeld	85
9. Jerry Bruckheimer	80	9. Dr. Phil McGraw	80
10. Lady Gaga	80	10. Simon Cowell	75 <small>(76)</small>

**“Education is essential to change, for education creates both new wants and the ability to satisfy them.”**

—Henry Steele Commager

## 20 all-time best-selling albums in the world

Album	Artist	Quantity (US\$ millions)
1. Thriller	Michael Jackson	60
2. Back In Black	AC/DC	42
3. Their Greatest Hits 1971-75	The Eagles	41
4. Saturday Night Fever	Soundtrack	40
5. Dark Side Of The Moon	Pink Floyd	40
6. Come On Over	Shania Twain	39
7. The Bodyguard	Soundtrack	37
8. Bat Out Of Hell	Meat Loaf	37
9. Sgt. Pepper's Lonely Hearts Club Band	The Beatles	32
10. Led Zeppelin IV	Led Zeppelin	32
11. Dirty Dancing	Soundtrack	32
12. Falling Into You	Celine Dion	32
13. Let's Talk About Love	Celine Dion	31
14. Rumours	Fleetwood Mac	30
15. Jagged Little Pill	Alanis Morissette	30
16. Titanic	Soundtrack	30
17. Millennium	Backstreet Boys	30
18. 1	The Beatles	30
19. Abbey Road	The Beatles	30
20. Bad	Michael Jackson	29 <small>(87)(88)(89)</small>

# Movies and Music



## 25 top-selling artists of all time in the United States\*

Artist	Certified Units (US\$ millions)
1. The Beatles	169.0
2. Elvis Presley	118.5
3. Garth Brooks	116.0
4. Led Zeppelin	109.5
5. Eagles	91.0
6. Billy Joel	79.5
7. Pink Floyd	73.5
8. Barbra Streisand	71.0
9. Elton John	69.0
10. AC/DC	68.0
11. The Rolling Stones	65.5
12. Aerosmith	65.5
13. Madonna	63.0
14. George Strait	62.5
15. Bruce Springsteen	62.5
16. Mariah Carey	61.5
17. Michael Jackson	60.5
18. Metallica	57.0
19. Van Halen	56.5
20. Whitney Houston	54.0
21. U2	50.5
22. Kenny Rogers	50.5
23. Celine Dion	49.0
24. Fleetwood Mac	48.5
25. Kenny G	48.0

\* Totals are derived from cumulative album sales totals as of July 31, 2006 (U.S. only) [\(90\)](#)

*“I am always doing that which I cannot do, in order that I may learn how to do it.”*

—Pablo Picasso

## 10 all-time best-selling singles in the world

Single	Artist	Worldwide sales (US\$ millions)
1. Candle in the Wind (1997 Remake)	Elton John	37
2. White Christmas	Bing Crosby	30
3. Rock Around the Clock	Bill Haley and His Comets	17
4. I Want to Hold Your Hand	The Beatles	12
5. Hey Jude	The Beatles	10
6. It's Now or Never	Elvis Presley	10
7. I Will Always Love You	Whitney Houston	10
8. Hound Dog	Elvis Presley	9
9. Diana	Paul Anka	9
10. I'm a Believer	The Monkees	8
11. (Everything I Do) I Do It for You	Bryan Adams	8 <a href="#">(91)</a> <a href="#">(92)</a> <a href="#">(93)</a> <a href="#">(94)</a>

# Movies and Music



**16 Artists believed to have world-wide sales of 250 million records or more\***

Artist	Country	Period	Genre
ABBA	Sweden	70s-80s	Rock/Pop
Alla Pugacheva	Russia	70s-00s	Pop
The Beatles	UK	60s-70s	Rock/Pop
Bing Crosby	U.S.	20s-70s	Pop (Traditional)
Chubby Checker	U.S.	60s-00s	Pop/R&B
Sir Cliff Richard	UK	50s-00s	Pop
Sir Elton John	UK	70s-00s	Piano Rock
Elvis Presley	U.S.	50s-70s	Rock'N'Roll/Pop/Country/Gospel
Frank Sinatra	U.S.	30s-90s	Pop (Traditional)
Julio Iglesias	Spain	70s-00s	Pop (Latin)
Led Zeppelin	UK	60s-80s	Hard Rock/Blues Rock/Folk
Madonna	U.S.	80s-00s	Pop/Dance/Electronica
Michael Jackson	U.S.	60s-00s	Dance-Pop/R&B/Urban/Dance/Rock/New Jack Swing/Soul
Nana Mouskouri	Greece	60s-00s	Pop
Queen	UK	70s-00s	Arena/Glam/Heavy Metal/Progressive Rock
Tino Rossi	France	30s-80s	Pop

\*Explanation of how statistics were derived: "The world's best selling music artists cannot be listed officially, as there is no organization that has recorded global music sales in the manner that the RIAA does in the United States. This list includes 16 artists who have made claims to be among the world's top sellers. Artists are listed in alphabetical order, rather than by number of records sold. Equal weight is given to album and single sales, as well as paid downloads. Sources are typically fan sites, record labels, newspaper articles or manual addition of figures from various official sources. This means that these figures should be considered claims, not facts." (95)

## Top-earning dead celebrities

Dead Celebrity	Profession	Earnings in 2013 (US\$ millions)
1. Michael Jackson	Musician	160
2. Elvis Presley	Singer/Performer	55
3. Charles M Schulz	Cartoonist	37
4. Elizabeth Taylor	Actress	25
5. Bob Marley	Musician	18
6. Marilyn Monroe	Actress	15
7. John Lennon	Musician	12
8. Albert Einstein	Physicist	10
9. Bettie Page	Actress	10
10. Dr. Seuss (Theodor Geisel)	Children's author	9
11. Steve McQueen	Actor	9
12. Bruce Lee	Martial artist/actor	7
13. Jenni Rivera	Musician	7 (76)

# Toys, Games, and Electronics



## Classic games inducted into Games Magazine's Hall of Fame from 1984 to 2013\*

Game	Manufacturer	Game	Manufacturer
Acquire	Avalon Hill	Scrabble	Milton Bradley
Apples to Apples	Mattel	The Settlers of Catan	Mayfair Games
Axis & Allies	Avalon Hill	Sorry!	Parker Brothers
Blockhead!	Pressman	Stratego	Milton Bradley
Bridgette	Xanadu Leisure Ltd.	Taboo	Milton Bradley
Civilization	Avalon Hill	Tribond	Patch Products
Clue	Parker Brothers	Trivial Pursuit	Parker Brothers
Diplomacy	Avalon Hill	Twister	Milton Bradley
Dungeons & Dragons	Wizards of the Coast	Twixt	Kosmos (Funagain)
Magic: The Gathering	Wizards of the Coast	Yahtzee	Milton Bradley
Mille Bornes	Winning Moves		
Monopoly	Parker Brothers		
Othello	Mattel		
Pente	Winning Moves		
Risk	Parker Brothers		

\*Games Magazine only considers games that have "met or exceeded the highest standards of quality and play value and have been continuously in production for at least 10 years."

99

*"Too often we give our children answers to remember rather than problems to solve."*

—Roger Lewin

## Top 10 toys\*

Category	2013	2009
Toy of the Year	<b>Winning Toy</b> LEGO® Friends from The LEGO Group	<b>Winning Toy</b> Bakugan Battle Brawlers Battle Pack
Top Infant/Preschool Toy	Tranquil Turtle™ from Cloud b	Series 1 Spheres from Spin Master, Ltd
Girl Toy of the Year	LEGO® Friends from The LEGO Group	Elmo Live from Fisher Price
Boy Toy of the Year	Teenage Mutant Ninja Turtles Shellraiser from Playmates Toys	Playmobil Horse Farm from Playmobil USA
Game of the Year	Perplexus™ Epic by PlaSmart Inc.	Bakugan Battle Brawlers Battle Pack
Property of the Year	Teenage Mutant Ninja Turtles from Nickelodeon	Series 1 Spheres from Spin Master, Ltd
Activity Toy of the Year	LEGO® Friends from The LEGO Group from Crayola	Bananagrams LLC from Bananagrams
Electronic Entertainment Toy of the Year	Skylanders Giants™ from Activision Publishing, Inc.	Bakugan from Cartoon Network
Outdoor Toy of the Year	The Original Big Wheel from JAKKS	Crayola Color Wonder Magic Brush from Crayola

\* Awarded annually by the Toy Industry Association of America

# Toys, Games, and Electronics



## 25 all-time classic toys still on the market today

Year Introduced	Toy	Manufacturer
1867	Parcheesi Game	Milton Bradley Co., Div. of Hasbro, Inc.
1903	Crayola Crayons	Binney & Smith, Inc.
1903	Teddy Bears	Made by many companies today.
1914	Tinkertoys	Playskool, Div. of Hasbro, Inc.
1916	Lincoln Logs	K'NEX Industries, Inc.
1929	Yo-Yo	Duncan Toys Company
1930	LEGO Building Sets	LEGO Systems, Inc.
1934	Sorry Game	Parker Brothers, Div. of Hasbro, Inc.
1938	View-Master 3-D Viewer	Fisher-Price, Div. of Mattel, Inc.
1943	Chutes and Ladders	Milton Bradley Co., Div. of Hasbro, Inc.
1948	Scrabble Game	Milton Bradley Co., Div. of Hasbro, Inc.
1949	Clue	Parker Brothers, Div. of Hasbro, Inc.
1950	Silly Putty	Binney & Smith, Inc.
1952	Mr. Potato Head	Playskool, Div. of Hasbro, Inc.
1954	Matchbox Cars	Mattel, Inc.
1956	Play-Doh	Hasbro, Inc.
1959	Barbie	Mattel, Inc.
1960	Etch-A-Sketch	The Ohio Art Company
1963	G.I. Joe	Hasbro, Inc.
1963	Easy Bake Oven	Hasbro, Inc.
1966	Spirograph	Hasbro, Inc.
1966	Twister	Milton Bradley Co., Div. of Hasbro, Inc.
1967	Battleship	Milton Bradley Co., Div. of Hasbro, Inc.
1970	Nerf Balls	Hasbro, Inc.
1979	Rubik's Cube	OddzOn, Div. of Hasbro, Inc. <small>(103)</small>

### FUNNY BUSINESS: Beware of consultants

A little field mouse was lost in a dense wood, unable to find his way out. He came upon a wise old owl sitting in a tree. "Please help me, wise old owl, how can I get out of this wood?" said the field mouse.

"Easy," said the owl, "Grow wings and fly out, as I do."

"But how can I grow wings?" asked the mouse.

The owl looked at him haughtily, sniffed disdainfully, and said, "Don't bother me with the details, I only advise on strategy." (3)

# Toys, Games, and Electronics



## Popular computer and video games

Age of Empires	Half-Life	Super Mario Brothers
Age of Empires II: The Age of Kings	Half-Life 2	The Elder Scrolls III: Morrowind
Baldur's Gate II	Halo	The Sims**
Battlefield 1942	Halo 2*	The Sims 2 **
Battlefield 2	Halo 3	The Sims 3
Call of Duty: Modern Warfare 2	Medal of Honor: Allied Assault	Theme Hospital
Civilization III	Microsoft Flight Simulator	Tomb Raider
Command & Conquer: Red Alert	Myst	Tomb Raider II
Diablo	Pokemon	Unreal Tournament
Diablo II	Ragnarok Online	Warcraft II
Doom II	Riven	Warcraft III
Final Fantasy	Rollercoaster Tycoon	World of Warcraft
Gran Turismo	Spore	Wii (Sports, Fit)
Grand Theft Auto	Starcraft	
Guild Wars & Guild Wars Factions	StarCraft: Brood War	

\*Halo 2 had sales of over US\$100 million on the first day of launch.

(104) (105) (106) (107)

\*\*One of the top selling computer games of all time, The Sims has shipped over 50 million units in 17 languages.

## Top 10 video game titles

2013

Rank	Title	Platform	Publisher
1.	Wii Sports	Wii	Nintendo
2.	Super Mario Bros.	NES	Nintendo
3.	Mario Kart Wii	Wii	Nintendo
4.	Wii Sports Resort	Wii	Nintendo
5.	Pokémon Red /Green /Blue Version	GB	Nintendo
6.	Tetris	GB	Nintendo
7.	New Super Mario Bros.	DS	Nintendo
8.	Wii Play	Wii	Nintendo
9.	Duck Hunt	NES	Nintendo
10.	New Super Mario Bros. Wii	Wii	Nintendo

2005

Rank	Title	Platform	Publisher
1	Call of Duty: Modern Warfare 2	Xbox 360	Activision
2.	Wii Fit w/ balance board	Wii	Nintendo
3.	Wii Sports Resort w/ MotionPlus	Wii	Nintendo
4.	Mario Kart Wii w/ wheel	Wii	Nintendo
5.	Wii Play w/ remote	Wii	Nintendo
6.	Halo 3: ODST	Xbox 360	Microsoft
7.	Pokémon Platinum	DS	Nintendo
8.	Call of Duty: Modern Warfare 2	PS3	Activision
9.	Madden NFL 10	Xbox 360	Electronic Arts
10.	New Super Mario Bros. Wii	Wii	Nintendo

*“The art of progress is to preserve order amid change and to preserve change amid order.”*

—Alfred North Whitehead



## Top 15 massively multiplayer online games (MMOGs) by estimated number of subscribers\*

MMOG	Subscribers 2014
Runescape	200,000,000
League of Legends	32,000,000
Second Life	20,000,000
Lineage II	14,000,000
Dofus	10,000,000
World of Warcraft	8,300,000
Guild Wars	6,000,000
MapleStory	5,000,000
Knight Online	4,250,000
Star Trek Online	3,200,000
Guild Wars 2	3,000,000
Star Wars: The Old Republic	1,000,000
EVE Online	500,000
Final Fantasy XI	500,000
Tibia	300,000 <small>(110)</small>

*Find out more about the new GoVenture World MMOG  
at [www.GoVentureWorld.com](http://www.GoVentureWorld.com)*

## Real profits from virtual worlds

Many enterprising people are now making real money selling the in-game items, currencies and real estate found in leading MMOGs. Some reports claim that people are making \$40,000 a year, and even more, “doing business” in virtual worlds. Other reports claim that over US\$1 billion of virtual product and services are being exchanged every year.

## 5 most wished-for consumer electronics

(December 2013)

1. Tablet Computer
2. Notebook/Laptop Computer
3. Television
4. Smartphone
5. Video Game Console

## Top consumer electronic wish list items for teens (December 2013)

1. Video Game Console
2. Smartphone
3. Laptop
4. Tablet Computer
5. MP3 Player



## FUNNY BUSINESS: Start with the end in mind

A man was driving along a freeway when he noticed a chicken running alongside his car. He was amazed to see the chicken keeping up with him because he was doing 50 MPH. He accelerated to 60, and the chicken stayed right next to him. He speeded up to 75 MPH, and the chicken passed him. The man noticed the chicken had three legs, so he followed the chicken down a road and ended up at a farm. He got out of his car and saw that all the chickens had three legs.

He asked the farmer “What’s up with these chickens?”

The farmer said “Well, everybody likes chicken legs. I bred a three legged-bird. I’m going to be a millionaire.”

The man asked him how they tasted.

The farmer replied, “Don’t know, haven’t caught one yet.”

# Toys, Games, and Electronics



## 10 consumer electronics most likely to be gifts

**2013**

1. Tablet
2. Gaming station/console
3. Headphones/ear buds
4. Laptop
5. Television
6. Smart/mobile phone
7. iPod
8. Camera
9. DVD/Blu Ray
10. Speakers

**2009**

1. Laptops
2. MP3 player/portable digital media player
3. Flat panel TV
4. Video games consoles
5. Digital Camera
6. E-book reader/Kindle
7. Apple iPhone
8. Blu-ray player
9. Desktop PC
10. Smart phone

(30)

## Highlights in the early history of computer and video gaming

**1952** A.S. Douglas creates computer Tic-Tac-Toe on a EDSAC vacuum-tube computer

**1958** William Higinbotham creates first video game, "Tennis for Two"

**1962** Steve Russell uses a mainframe computer to create SpaceWar!

**1967** Ralph Baer writes the first videogame for a TV set, Chase

**1971** Nolan Bushnell and Ted Dabney create the first arcade game, Computer Space

**1972** Magnavox releases first video game console for home use, Odyssey

**1975** Atari releases Pong as a home video game

**1976** Fairchild releases first programmable home game console, Fairchild Video Entertainment System

**1980** Atari registers "Asteroids" and "Lunar Lander" with the Copyright office (102)

## 19<sup>th</sup>-century toy advertisement



(101)

## Consumer electronics statistics

**During the 2013 holiday season, industry analysts made the following predictions:**

- 74% of adults plan on buying consumer electronics in the holiday season
- Half the holiday budget will be spent on gifts (\$753), a decrease of 12% from 2012
- Consumers plan to spend an average of \$248 on consumer electronics over holidays
- 35% plan on buying a consumer electronic product for themselves this holiday season
- 87% of U.S. adults indicated they were likely to use a mobile device to help them shop this holiday season

**During the 2006 holiday season, industry analysts made the following predictions:**

- Consumer electronics would account for a quarter of all gifts purchased
- US\$21 billion in revenues would be generated from the sale of consumer electronics
- Consumers would spend an average of US\$195 on consumer electronics (111)

*“Imagination is more important than knowledge. For while knowledge defines all we currently know and understand, imagination points to all we might yet discover and create.”*

—Albert Einstein



# Marketing and Advertising

## Birth stories of famous brands

### Ivory Soap

William Procter and John Gamble started business selling candles and soap from a wheelbarrow. In 1879 John Gamble developed a formula for an inexpensive white soap. A workman accidentally left the soap machine running while he went to lunch. Air entered the soap mixture, creating the phenomenon of a floating soap. The soap's name - Ivory -was inspired by a Bible passage containing the words "out of ivory palaces."

### Arm and Hammer

The Church and Dwight Co. was formed in 1847. It is commonly recognized by its Arm and Hammer trademark, which is modeled after Vulcan, the mythological god of fire and metalworking. The company issued its first bird cards 100 years ago in an effort to raise public awareness of threatened wildlife. Baking soda bird cards, especially those illustrated by Louis Agassiz Fuertes, are highly collectible today.

### Dutch Boy Paints

The "Dutch Process" for making paint, adopted by the Dutch Boy Co., originated with two chemists in 16<sup>th</sup> century Holland. The Dutch Boy icon was created to symbolize its superior method for creating paint. However, Michael E. Brady, the nine-year-old boy who became the inspiration for this famous trademark, wasn't Dutch at all. He was an Irish American who lived near the artist commissioned to create the logo.

### Hamilton Watch Company

The Hamilton Co. produced its first watch in 1893. Its "Broadway Limited" watch – dubbed the "Watch of Railroad Accuracy" - was produced to keep railways on time and on track. During World War Two, Hamilton produced nearly one million watches for military use. Innovative firsts of the Hamilton Watch Company include the first battery-powered watch (the 1957 Ventura) and the first digital watch (the 1972 Pulsar).

### Armour & Co.

Bitten by the gold-rush bug, Philip Armour walked from New York to San Francisco. When that didn't pan out, he headed home. A stop in Milwaukee impressed him and he decided to stay. Looking to invest, he bought into a

packing company. In 1864, with the \$2 million he made in the New York pork market, he opened the Armour Meat Packing Co. Today we know his hot dogs as the "dogs kids love to bite."

### Gillette

King Camp Gillette's father was a part-time patent agent and inventor. Seventeen-year-old Gillette became a traveling salesman and, following in his father's inventive footsteps, tried to improve the products he sold. While shaving one morning on the road, he had a brainstorm – to develop a razor that had a safe, inexpensive and disposable blade. His 1904 patent of the double-edged "safety razor" blade changed the history of shaving.

### Hallmark

Joyce Hall began selling products door-to-door at age 8 in his hometown of Norfolk, Nebraska. In 1910, at age 17, he moved to Kansas City to promote his brother's postcard business. Greeting cards were soon added to the Hall Brothers Co. product line. In 1925, the term Hallmark was first used on the backs of cards. Today, the slogan – "when you care enough to send the very best" – is synonymous with Hallmark.

### Carnation Milk

In 1899, Grocer E. A. Stuart founded the Pacific Coast Condensed Milk Company in Kent, Washington. In searching for a perfect name for his product, Stuart passed a store window with a cigar display, proclaiming their name – Carnation. He thought the name to be silly for cigars, but perfect for his new milk products. The 1907 slogan, "milk from contented cows," referred to the happy cows grazing in the lush Pacific Northwest.

### Goodyear Tire Company

Charles Goodyear discovered "vulcanized" rubber by accident. Mid-19<sup>th</sup>-century rubber products cracked in the cold or melted in the heat. While showing off one of his "improved rubber experiments" in a general store, Goodyear accidentally dropped some rubber mixed with sulfur on a pot-bellied stove. The resulting tough substance – patented in 1844 as vulcanized rubber - revolutionized the rubber industry. ①

# Marketing and Advertising



## Birth stories of famous brands

### Jell-O

In 1845, Peter Cooper, inventor and founder of Cooper Union, obtained the first patent for a gelatin dessert. In 1897, Pearl Wait, a cough medicine maker from Leroy, New York obtained the patent and added fruit flavoring to the gelatin, calling it Jell-O. The business was sold two years later for \$450 to Orator F. Woodward. Today, 158 products are made under the Jell-O brand name and 300 million boxes are sold annually.

### Morton Salt

In 1848, Alonzo Richmond arrived in Chicago to launch his salt distribution business. The westward movement created a great demand for salt, and his company thrived. In 1886, Joy Morton acquired a major interest in the company, and by 1910, it was renamed the Morton Salt Co. The "umbrella girl" and her accompanying slogan – "When it rains, it pours" – have endured since their first advertising appearance in 1911.

### Shredded Wheat

In 1892, Henry Perky invented a machine to make the shredded wheat biscuit. He really wanted to sell the machine, but tried to promote his idea by delivering "Cereal Machine Company" biscuits by horse-drawn carriage. People were more interested in his biscuits than the machines, so he opened a bakery and added the name Shredded Wheat Company. Millions of biscuits later, shredded wheat remains a breakfast favorite.

### John Deere

John Deere began his career as a blacksmith. Upon moving from Vermont to Illinois in search of better economic opportunities, he found that cast iron plows brought from the East were too flimsy for farming the Midwest soil. In 1837, using a broken saw blade, he fashioned a steel plow that proved to be perfect for prairie needs. His small blacksmith shop grew into the industrial giant that today serves more than 160 countries.

### Post

In 1895, C. W. Post made his first batch of the cereal beverage - Postum. Grape Nuts, one of the first cold cereal products, followed in 1897. His 1904 corn flake

product, Elijah's Manna, was later renamed Post Toasties. Post Bran Flakes was introduced in 1922. Although the original Postum Cereal Co. no longer exists, Kraft General Foods Co. still markets its many cereals under the respected "Post" brand name.

### Minute Tapioca

In 1894, a sailor became ill in Boston. His landlady offered to make him a pudding from the cassava roots he had brought from his journeys. The pudding proved tasty, but to create a smoother consistency, the sailor suggested first putting the roots through a coffee grinder. The creamy tapioca pudding was a hit with her boarders. That year, J. S. Whitman bought the landlady's recipe rights and the Minute Tapioca Co. was born.

### Quaker

Quaker's history traces back to 1901 when several top oat-milling companies incorporated under the name Quaker Oats Co. The Quaker Oats Man is one of the oldest advertising characters still in use. Although none of the founding owners were Quakers, the image was chosen to represent purity, simplicity and quality. In 1877, this image became the first registered trademark for a breakfast cereal.



## FUNNY BUSINESS: Making the competition work for you

**A shopkeeper was dismayed when a brand new business much like his own opened up next door and erected a huge sign which read "BEST DEALS."**

**He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading "LOWEST PRICES."**

**The shopkeeper panicked, until he got an idea. He put the biggest sign of all over his own shop. It read: "MAIN ENTRANCE."**

# Marketing and Advertising



## Birth stories of famous brands

### Welch's

In 1849, after cultivating 22,000 grape seedlings, Ephraim Wales Bull finally grew a vine that yielded grapes with the flavor and appearance he was seeking. By 1854, he had raised enough vines to start selling grapes. He called them "Concord Grapes" after the Massachusetts town where he conducted his experiments. Today Welch's is headquartered in Concord, right near Bull's original parent vine.

### Wells Fargo

When Henry Wells and William Fargo opened for business in 1852, they offered both banking and express delivery. Their remarkably rapid Concord stagecoach could hold up to 18 passengers, traveled 5 miles per hour, and changed horses every 12 to 20 miles. Today, Wells Fargo's diversified financial services company has more than \$300 billion in assets.

### Wrigley's

In 1891, 29-year-old William Wrigley Jr. arrived in Chicago with \$32. He began selling baking powder and came up with the idea of offering two free packages of chewing gum with each can. People were more interested in the chewing gum, so Wrigley began to market gum under his own name. He introduced Juicy Fruit in 1893 and Spearmint a year later. Today, the Wrigley Co. operates 14 factories around the world. ①

## The first paper package advertising

In China's Hunan Province, archaeologists have discovered what seems to be the first paper package advertisement, dating back to the late 13<sup>th</sup> or early 14<sup>th</sup> century. The paper seems to have served as a wrapping for paint pigment. Its copy boasts, "Compared with other oil paints, the tint of our product is unique." ④ ⑤

## Highlights in the early history of American advertising

1704	First newspaper advertisement for Long Island real estate published in the <i>Boston News-letter</i>
1742	Benjamin Franklin publishes first American magazine ads
1843	First ad agency opens in Philadelphia
1880	John E. Powers the first full-time copywriter for a retail business
1882	Procter & Gamble budgets \$11,000 to advertise Ivory soap
1883	First issue of <i>Ladies' Home Journal</i>
1915	W.K. Kellogg spending \$1 million a year on advertising
1917	American Association of Advertising Agencies founded
1922	Long Island real estate company buys first radio commercials
1938	More advertising dollars spent on radio ads than on magazine ads
1942	War Advertising Council helps prepare voluntary ads for war support
1953	Advertising Research Foundation established
1958	Subliminal ads prohibited by National Association of Broadcasters
1964	<i>The New Yorker</i> stops carrying cigarette ads
1967	Mary Wells first woman to lead a major ad agency ②

*"Education is an admirable thing,  
but it is well to remember from  
time to time that nothing that is  
worth knowing can be taught."*

—Oscar Wilde

# Marketing and Advertising



## Top 10 advertising slogans\*

Slogan	Company
1. Diamonds are forever	DeBeers
2. Just do it	Nike
3. The pause that refreshes	Coca-Cola
4. Tastes great, less filling	Miller Lite
5. We try harder	Avis
6. Good to the last drop	Maxwell House
7. Breakfast of champions	Wheaties
8. Does she ... or doesn't she?	Clairol
9. When it rains it pours	Morton Salt
10. Where's the beef?	Wendy's

Average number of ads  
Americans are exposed to  
on a daily basis:

245, more than 100 of which  
come from TV. If you counted  
the number of brand names  
and product labels we  
see every day, as well as the  
number of ads we see but take  
no notice of, that number  
would be even higher. <sup>⑦</sup>

## Top 10 advertising icons\*

Advertising Icon	Product
1. The Marlboro Man	Marlboro cigarettes
2. Ronald McDonald	McDonald's restaurants
3. The Green Giant	Green Giant vegetables
4. Betty Crocker	Betty Crocker food products
5. The Energizer Bunny	Eveready Energizer batteries
6. The Pillsbury Doughboy	Assorted Pillsbury foods
7. Aunt Jemima	Aunt Jemima pancake mixes and syrup
8. The Michelin Man	Michelin tires
9. Tony the Tiger	Kellogg's Sugar Frosted Flakes
10. Elsie	Borden Dairy products

## Top 10 Advertising jingles\*

### Jingle

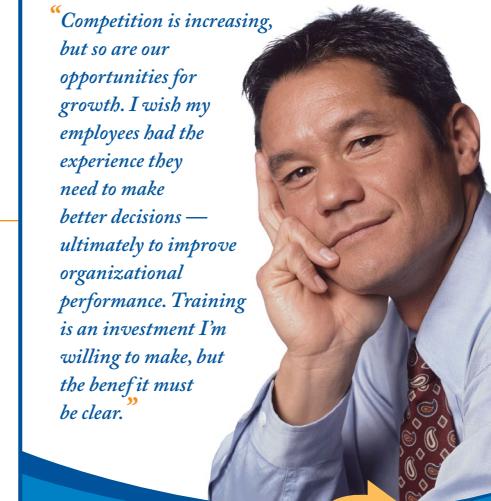
1. You deserve a break today
2. Be all that you can be
3. Pepsi Cola Hits the Spot
4. M'm, M'm good
5. See the USA in your Chevrolet
6. I wish I was an Oscar Meyer Wiener
7. Double your pleasure, double your fun
8. Winston tastes good like a cigarette should
9. It's the Real Thing
10. A little dab'll do ya

### Company/Product

McDonalds  
U.S. Army  
Pepsi Cola  
Campbell's Soups  
GM  
Oscar Meyer  
Wrigley's  
Doublemint Gum  
Winston  
Coca Cola  
Brylcreem

## Manager

*“Competition is increasing, but so are our opportunities for growth. I wish my employees had the experience they need to make better decisions — ultimately to improve organizational performance. Training is an investment I'm willing to make, but the benefit must be clear.”*



**It's possible  
with GoVenture!**  
(see flip side of book)

\*Selected by the editors of Advertising Age

⑥



# Inventors and Inventions

## Technology Timeline: 1752-1990

Technology	Year invented		
Lightning rod	1752	Zipper	1893
Submarine	1776	Player piano	1897
First U.S. patent	1790	Submarine	1898
Cotton gin	1794	Shaving	1901
Spray gun	1803	Air conditioning	1902
Coffee pot	1806	Airplane	1903
Steamboat	1807	Model T	1908
Armored warship	1813	Hydrofoil	1919
Electromagnetic motor	1830	Television	1927
Reaping machine	1831	Frozen food	1929
Sewing machine	1833	Defibrillator	1932
Threshing machine	1834	Chair lift	1937
Revolver	1836	Nylon	1938
Ether anesthesia	1842	Digital computer	1939
Vulcanized rubber	1843	Jeep	1940
Telegraph	1844	Atomic bomb	1945
False teeth	1845	Polaroid camera	1947
Passenger elevator	1857	Electric guitar	1948
Burglar alarm	1858	Nuclear submarine	1955
Oil well	1859	Polio vaccine	1957
Repeating rifle	1860	Laser	1960
Roller skates	1863	Computer operating system	1964
Oil pipeline	1864	Minicomputer	1965
Barbed wire	1867	Moon landing	1969
Pneumatic subway	1870	Optical fiber	1970
Typewriter	1873	Video game	1972
Electric dental drill	1875	Barcode	1974
Telephone	1876	Microsoft	1975
Phonograph	1877	Super computer	1976
Incandescent light bulb	1879	Human powered flight	1979
Hearing aid	1880	Space shuttle	1981
Electric fan	1882	Artificial heart	1982
Skyscraper	1885	PC	1983
"Platter" record	1887	Genetic engineering	1985
Kodak camera	1888	Graphic user interface	1988
Dishwasher	1889	Hubble telescope	1990
Escalator	1891		
Gasoline powered car	1892	(19)(20)	

# Inventors and Inventions



## Inventors & inventions from the National Inventors Hall of Fame

### Invention

Airplane  
Artificial heart: *soft shell mushroom shaped heart*  
Aspirin: *Acetylsalicylic acid*  
Automobile: *transmission mechanism*  
*Engine starting device; engine starting, lighting and ignition system*  
Calculator: *calculating machine*  
Car radio  
Diagnostic X-ray system  
Cathode-ray tube  
Cathode-ray tube: *television system*  
Television: *television receiver*  
Computer mouse  
CPU: *memory system for a multi-chip digital computer*  
  
Digital computer: *complex computer*  
Electric lamp  
Electrophotography (Xerox) / instant copying  
ePTFE, known by the GORE-TEX® brand name  
Global positioning system  
HIV virus isolation and diagnosis  
Implantable pacemaker  
Isolated, purified Insulin  
Laser  
  
Modern photocopier  
MRI: *apparatus and method for detecting cancer in tissue*  
Neutronic reactor / nuclear fission  
Penicillin  
Personal computer: *microcomputer for use with video display*  
Radio: *transmitting electrical signals*  
Superglue  
Teflon  
Telegraph  
Telephone / telegraphy  
Vacuum tube (X-ray)  
Velcro  
Video tape recording

### Inventor

Orville and Wilbur Wright  
Willem J. Kolff  
Felix Hoffman  
Henry Ford  
Charles Franklin Kettering  
William Seward Burroughs  
William P. Lear  
Robert S. Ledley  
Vladimir Kosma Zworykin  
Philo Taylor Farnsworth  
Louis W. Parker  
Douglas Engelbart  
Stanley Mazor, Marcian E. (Ted) Hoff,  
Federico Faggin  
George R. Stibitz  
Thomas Alva Edison  
Chester F. Carlson  
Robert W. Gore  
Bradford Parkinson, Ivan Getting  
Luc Montagnier, Robert Gallo  
Wilson Greatbatch  
James Collip, Frederick Banting  
Gordon Gould, Theodore Harold Maiman,  
Arthur Schawlow, Charles Hard Townes  
Robert Gundlach  
Raymond V. Damadian  
Enrico Fermi, Leo Szilard  
John C. Sheehan, Andrew J. Moyer  
Steve Wozniak  
Guglielmo Marconi  
Harry Coover  
Roy J. Plunkett  
Samuel F. B. Morse  
Alexander Graham Bell  
William D. Coolidge  
George de Mestral  
Charles P. Ginsburg 22

# Inventors and Inventions



## Failure is the mother of success

The light didn't suddenly go on for Thomas Edison. He conducted thousands of experiments before he created a commercially viable electric light bulb. "I have not failed," he would say, "I've just found 10,000 ways that won't work."

Seasoned venture capitalists look for failures, as well as successes, in an entrepreneur's past. The ability to learn from mistakes develops perseverance and creativity—all traits that point to success in the long run. As former IBM chairman, Thomas Watson, put it, "To succeed, you need to double your failure rate." <sup>21</sup>

## Intellectual property protection

**Patents** cover new inventions (process, machine, manufacture, composition of matter), or any new and useful improvement of an existing invention.

**Trademarks** are words, symbols or designs (or a combination of these), used to distinguish the wares or services of one person or organization from those of others in the marketplace. Registered trademarks are denoted with ® while unregistered marks may use™.

**Copyrights** provide protection for artistic, dramatic, musical, or literary works (including computer programs), as well as: performances, sound recordings, and communication signals. Copyrighted works are denoted with ©.

**Industrial designs** are the visual features of shape, configuration, pattern or ornament (or any combination of these features) applied to a finished article of manufacture.

**Integrated circuit topographies** refer to the three-dimensional configurations of electronic circuits embodied in integrated circuit products or layout designs. <sup>24</sup>



## FUNNY BUSINESS: A staffing experiment

Two women were comparing notes on the difficulties of running a small business.

"I started a new practice last year," the first one said. "I insist that each of my employees take at least a week off every three months."

"Why in the world would you do that?" the other asked.

She responded, "It's the best way I can learn which ones I can do without." <sup>39</sup>

## Student

*"I wish my studies were better related to the real world. Even if I do well in my studies, I feel that when it's time for me to look for a job, I will not have the experience or confidence needed to succeed."*



**It's possible with GoVenture!**

(see flip side of book)

*"All life is an experiment. The more experiments you make the better."*

—Ralph Waldo Emerson

# Inventors and Inventions



## Famous trademarks, copyrights, and patents

### January

- 9 1906. Campbell's soup trademark registered
- 13 1930. Mickey Mouse cartoon first appeared in U.S. newspapers.
- 27 1880. Patent #223,898 granted to Thomas A. Edison for "an electric lamp for giving light by incandescence."

### February

- 3 1690. The first paper money in America issued in the colony of Massachusetts.
- 19 1878. Thomas Edison received a patent for the phonograph.
- 27 1990. Felix Hoffman patented acetyl salicylic acid (aspirin).

### March

- 3 1821. Thomas Jennings received a patent for "dry scouring of clothes." He is believed to be the first African-American inventor to receive a U.S. patent.
- 7 1876. Alexander Graham Bell granted a patent for the telephone.
- 8 1994. Don Ku granted a patent for a wheeled suitcase with a collapsible towing handle.

### April

- 8 1766. First fire escape patented. The contraption was a wicker basket on a pulley with a chain.
- 21 1828. Noah Webster published the first American dictionary.
- 26 1892. Sarah Boone patented an ironing board.

### May

- 5 1809. Mary Kies the first woman to get a patent.
- 13 1958. Velcro trademark registered.
- 22 1906. Orville and Wilbur Wright received a patent for a "flying machine" with a motor.
- 27 1796. James McLean issued a patent for a piano.

### June

- 6 1887. J.S. Pemberton's Coca-Cola label registered.
- 27 1929. The first colored television demonstrated in New York City.
- 30 William Hadaway issued a patent for the electric stove.

### July

- 15 1985. Aldus PageMaker, the first desktop publishing program, first shipped for sale to consumers.

- 27 1921. Frederick Banting and Charles Best first isolated insulin.
- 30 1933. The Monopoly board game was registered. Charles Darrow became the first millionaire game designer after he sold his patent to Parker Brothers.

### August

- 10 1909. The Ford trademark registered by the Ford Motor Corporation.
- 17 1999. Patent #5,236,208 issued to Thomas Welsh for a platform-steerable skateboard.
- 21 1888. The first practical adding and listing machine (calculator) patented by William Burroughs.

### September

- 2 1992. The Southern California Gas Company purchased the first motor vehicles powered by natural gas.
- 8 1994. Microsoft gave Windows 95 its name. Previously, the operating system had been referred to by its code name, "Chicago."
- 30 1452. The first book published: Johannes Gutenberg's Bible

### October

- 13 1893. The melody for "Happy Birthday to You" was copyright registered.
- 27 1992. Nintendo of America copyright registered the configuration of its handheld game machine.
- 30 1888. A patent for the ballpoint pen received by John Loud.

### November

- 2 1955. Jim Henson's "Kermit the Frog" the first of the Muppets to be copyright registered.
- 12 1940. Batman trademark registered.
- 25 1975. Robert Ledley granted a patent for "diagnostic x-ray systems" known as CAT-Scans

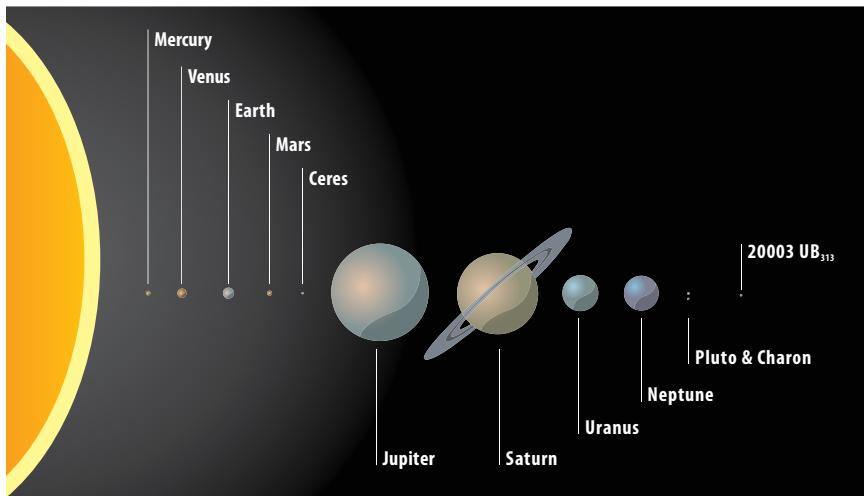
### December

- 1 1948. The board game Scrabble copyright registered.
- 3 1621. Galileo perfected his invention of the telescope.
- 14 1926. Tilt-A-Whirl theme park ride trademark registered. (23)



# Space Exploration

## Planets in our solar system



- Mercury
- Venus
- Earth
- Mars
- Jupiter
- Saturn
- Uranus
- Neptune
- Pluto\*

Some scientists think that three new planets should be added: the asteroid Ceres; Pluto's moon, Charon; and an object known as 2003 UB313.

\* In 2006, Pluto was reclassified as a "dwarf planet". [73](#)

## Space spending

NASA's budget for 2013 was US\$17.7 billion. NASA's top four contractors are Lockheed Martin, Boeing, California Institute of Technology, and Alliant Techsystems Inc.

## Top NASA research grants (for 2000)

Institution	Amount (US\$ millions)
Johns Hopkins University	\$95.4
University of Colorado	\$54.4
Stanford University	\$48.0
University of Maryland, College Park	\$34.9
California Institute of Technology	\$28.8
University of Alabama, Huntsville	\$22.1
University of California, Berkeley	\$22.0
University of California, San Diego	\$20.8
Massachusetts Institute of Technology	\$20.8
University of Arizona	\$17.7

[74](#) [75](#)

## NASA spending by state (in 2002)

State	Total amount awarded to private firms, non-profit groups, and universities (US\$)
California	\$1.55 billion
Maryland	\$1.27 billion
Florida	\$826 million
Ohio	\$210 million
West Virginia	\$61 million
Pennsylvania	\$56 million
Texas	\$4 million

In 2002, NASA also awarded \$720 million in academic research grants. A quarter of all funding for individual researchers goes to scientists involved with the Hubble telescope.

# Business Glossary

## **Acquisition**

The process of taking over another business.

## **Angel**

An individual who invests personal money in a company.

## **Appraisal**

Expert estimate of a good's market value.

## **Asset**

Item of economic worth that belongs to an individual or corporation.

## **Bear market**

Period of declining prices in the stock market.

## **Bull market**

Period of rising prices in the stock market.

## **Business incubator**

An organization that helps young businesses grow by providing workspace and advice.

## **Capital gain or loss**

Difference between an asset's selling price and its original purchase price.

## **Corporation**

A company that has a legal identity separate from its owner and members.

## **Deliverables**

Products or services a contractor promises to deliver to a client.

## **Dividend**

Income generated by an investment and paid annually.

## **Due diligence**

The process of conducting thorough background research before completing a business deal.

## **Emerging market**

A new industry sector or region that is experiencing growth in terms of finances and consumption.

## **Intrapreneur**

Individual who demonstrates entrepreneurial initiative within a large company or organization.

## **Joint venture**

Legal entity created by two or more businesses joined together to carry out a specific project.

## **Market saturation**

Point when a product has become widely distributed within a market.

## **Merger**

Joining of two separate corporations.

## **Patent**

Property right that gives the owner the exclusive right, for a certain period of time, to make and sell an invention.

## **Portfolio**

Collection of investments owned by one person or organization.

## **Public relations (PR)**

Promotion of a specific image for a business through interactions with the media.

## **Social entrepreneur**

Social entrepreneurs measure the success of an organization according to its ability to make positive social change. Many social entrepreneurs create and run innovative non-profit organizations; others operate businesses for profit but evaluate performance largely in terms of the impact they make on society and the environment. For example, Muhammad Yunus founded the Grameen Bank, which gives micro loans to the poor of Bangladesh so they can start businesses and become self-sufficient. In 2006, Yunus' social entrepreneurship earned him the Nobel Peace Prize.

## **SOHO**

Small office/home office.

## **Strategic alliance**

Collaboration between two businesses for a particular purpose.

## **SWOT**

Four-factor analysis of a business that examines Strengths, Weaknesses, Opportunities, and Threats.

## **Trademark**

Legal protection for words, names, and symbols that distinguish goods and services.

## **“Triple bottom line”**

Whereas organizations that work to a traditional bottom line measure success in terms of financial gain, organizations that work to a “triple bottom line” also evaluate their performance in terms of their impact on society and the environment. This triple value structure is often expressed by the slogan “people, planet, profit.”

## **Viral marketing**

Marketing strategy that encourages people to pass along marketing messages they find appealing. Popular in online marketing.

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Experiential Learning

**GoVenture** is one of the original and most widely used series of educational games and simulations in the world. Energize your students with GoVenture!

**GoVenture.net**

Knowledge  
is valuable.

Sharing knowledge  
is invaluable.



Tell a friend about GoVenture!

**GoVenture.net**





**Education IdeaBook**

See other side



# **GoVenture**

**educational games & simulations**



**Learning :: Experiential. Social. Gamified.**

Business

Marketing

Entrepreneurship

Accounting

Investing

Personal Finance

Health & Wellness

Math & Economics

Career & Life Skills

# GoVenture

“ GoVenture is one of the original and most widely used series of educational games and simulations in the world. Over a decade in the making, GoVenture represents the future of learning: experiential, social, and gamified. ”



**Used in thousands of  
educational institutions  
around the world**

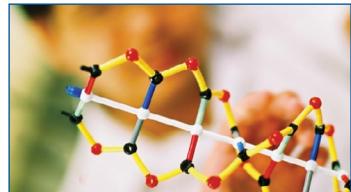
# GoVenture is proven



Join thousands of  
educators around  
the world



Award winning



Over a decade  
of innovation

## GoVenture makes good educators great



Become a  
teaching superhero



Engage learners like  
never before



An exciting way  
to teach and learn

## Many subjects, ages, grades, and formats

Suitability by Grade Level		Preschool	Elementary	Middle School	High School	College & University	Adult
○ Suitable	● Ideally Suitable						
Business Basics & Entrepreneurship							
Lemonade Stand	●						
Micro Business	●						
Accounting		●					
Entrepreneur		●					
Small Business		●					
CEO (formerly Any Business)		●					

Wide coverage of  
subjects and standards



Software, mobile,  
print, and more

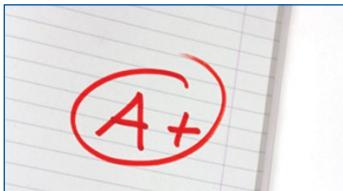


Custom products  
can be created to  
match your needs

## Meets your needs



Solutions for all  
ages and levels



Flexible to match your  
specific needs



Save time and money



# AWARD winning

## Business and Entrepreneurship



### Small Business Entrepreneur

business simulation software

Run a sandwich shop, café, music store, or ice-cream store in the most realistic small business and entrepreneur simulation!



### Food Truck & Accounting

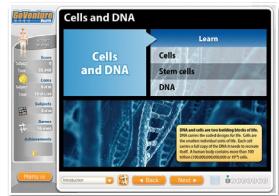
business simulation software

Operate a food truck or mobile cart business — sell food, clothing, electronics, and more. Gain practical accounting skills.

Visit our website  
for product videos  
and trials

GoVenture.net

## Health & Wellness



### GoVenture Health

gamified ebook

288 topics in beautiful photobook style with an interactive body designer and 800 mini games make the GoVenture Health ebook a must read and play for all ages.



### GoVenture World

business simulation software

MMORPG global business game where players run virtual businesses while competing and collaborating with others around the world.

Authentic business and employment skills training.



### Lemonade Stand

business simulation software

Run a virtual lemonade stand! The perfect first step for children or even adults to learn the basics of running a business.



### CEO

business simulation software

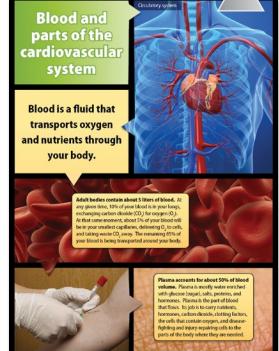
The most versatile business simulation in the world. Highly customizable and fully automated. Individual, team, and head-to-head competition options.



### Entrepreneur

board game

A unique board game designed specifically for gaining business ownership skills in a fun, educational context. Also includes optional accounting activities.



## Life Skills



### Typing

game software

An epic quest where survival and success depend on your keyboarding skills! A fun game that teaches you how to type or type faster, and a complete curriculum for school courses.



### Job Interview

simulation software

Practice the job interview process, including researching the job, getting dressed, transportation, and answering questions.

## Just For Fun



### GoVenture Card Game

card game

Business-themed game that moves fast with fun strategy. Also includes a fantasy sci-fi monster theme.



### Custom Games & Simulations

Tailored, customized, and completely new games and simulations can be created to fit your training and marketing objectives!

## Life, Personal Financial Literacy, and Investing



**GoVenture Life & Money** is a realistic software simulation and comprehensive curriculum designed to help youth and adults gain skills in personal financial literacy and investing.

The modular curriculum provides 2 hours to over 100 hours of learning. Everything that instructors and students need is included:

- Simulation software
- Learning Guide (70,000 words)
- eWorkbook
- Online and Printable Activities
- Videos curated from the best of the Internet
- Instructor and Curriculum Guides
- Accessible for students with disabilities
- Works on Computers, Chromebooks, and Tablets



### Personal Finance

card game  
 Activities include question and answer, drawing, charades, trivia, word puzzles, and more. Just open the box and play.



**Subject and grade charts on next page**

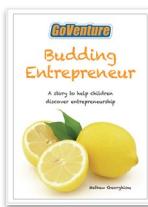
## The Power of Simulation-Based Learning for Student Success



Watch our 15-minute **Interactive Webinar** by **GoVenture** founder, CEO, and Chief Experience Designer, Mathew Georghiou. He shares stories from educators around the world that use GoVenture — one of the original and most widely used series of educational games and simulations, adopted by thousands of educators and used by over 1 million students.

**Watch the webinar at**  
**GoVenture.net** 

## Free Resources



### Budding Entrepreneur

A storybook to help children discover entrepreneurship. Available as a printed book and free on Apple iBooks (for iPad).

### GoTeacher Newsletter

A free newsletter to help educators and facilitators bring learning to life!

### GoVentureCourses.com

Free e-learning courses online.

# Suitability by Grade Level and Age

○ Suitable   ● Ideally Suitable

	Preschool	Elementary	Middle School	High School	College & University	Adult
<b>Business Basics &amp; Entrepreneurship</b>						
<b>Lemonade Stand</b> simulation software	○	●	○	○		
<b>Food Truck &amp; Accounting</b> simulation software		○	●	●	○	○
<b>Job Interview</b> simulation software		○	●	●	●	●
<b>Entrepreneur</b> board game			●	●	●	●
<b>Small Business</b> simulation software				○	●	●
<b>CEO</b> simulation software			○	○	●	●
<b>World MMOG</b> simulation software			○	●	●	●
<b>Typing</b> game software		○	●	●	●	●
<b>Money, Finance, and Investing</b>						
<b>Life &amp; Money</b> simulation software		○	●	●	●	●
<b>Health &amp; Wellness</b>						
<b>Health</b> gamified ebook		●	●	●	●	●
<b>Design your Own Simulation</b>						
<b>CEO</b> simulation software			○	○	●	●
<b>Early Learning</b>						
<b>Budding Entrepreneur</b>	●	○				
<b>Other Products and Services</b>						
<b>GoVentureOasis.com &amp; GoVentureCourses.com</b>		○	●	●	●	●
<b>GoTeacher Newsletter</b>	For teachers and trainers.					
<b>Custom Games &amp; Simulations</b>	Customized, co-branded, or completely new games and simulations can be created to fit your training and marketing objectives.					

# Suitability by Subject and Depth

	.... Excellent	... Very Good	.. Good	. Some	Lemonade Stand	Food Truck & Accounting	Small Business	Entrepreneur Board Game	Life & Money	CEO	World MMOG	Job Interview	Typing	Personal Finance Card Game	Budding Entrepreneur	Health
Subject																
<b>Business</b>	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
<b>Entrepreneurship</b>	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
<b>Marketing</b>	.	..	...	..	..				...	...	...					.
<b>Investing</b>	.	.	.	.	.	...	...	...	..	..	..					.
<b>Finance</b>	.	.	...	..	..	...	...	...	...	...	...			...	...	..
<b>Economics</b>	.	.	..	..	..	...	...	...	...	...	...			.	.	.
<b>Accounting</b>	..	...	...	...	...	..	..	..	..	..	..			.	.	.
<b>Math</b>	....	...	..	...	..	..	..	..	..	..	..			.	.	.
<b>Career</b>	..	..	..	..	..	..	..	..	..	..	..	...	...	...	...	.
<b>Work-Life Balance</b>	.	.	..	..	..	..	..	..	.	..	..					
<b>Life Skills</b>	.	..	..	..	..	...	...	..	..	..	..	..	..	..	..	..
<b>Health &amp; Wellness</b>																...
Content Level																
<b>Introductory</b>	....	....	...	....	...	...	...	...	...	...	...	...	...	...	...	...
<b>Advanced Concepts</b>	.	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..

Covers 59 fundamental health and wellness topics

## Education Standards

For a detailed list of Activities, Topics, and Outcomes covered by each GoVenture program, visit [www.GoVenture.net](http://www.GoVenture.net)

# **GoVenture educational games and simulations**

## **Award-Winning GoVenture educational games and simulations provide you with:**

- ✓ Realistic Experiential Learning
- ✓ Engaged Classes
- ✓ Higher Test Scores
- ✓ Increased Enrollments
- ✓ Curriculum-Matched Resources
- ✓ Learning experiences that parallel the exciting and engaging digital formats in which students routinely participate

## **Ideal for education:**

- ✓ Online and Local/Network Versions
- ✓ Automated Student Evaluation
- ✓ Minimal Setup & Management
- ✓ Flexible Licensing Options
- ✓ Very Affordable
- ✓ Many Simulations to choose from

GoVenture is easy to integrate, proven, affordable, and suitable for all ages and levels, including the academically successful, at-risk, and everyone in between. You can use GoVenture as an enhancement to what you are already doing, or as a core element. It's flexible to fit your specific needs.





**Education IdeaBook**

See other side



# GoVenture

*educational games & simulations*



**Learning :: Experiential. Social. Gamified.**

Business

Marketing

Entrepreneurship

Accounting

Investing

Personal Finance

Health & Wellness

Math & Economics

Career & Life Skills