|  |  |  |
| --- | --- | --- |
| TEAM | PRODUCT? | COUNTRY |
| 1  | Solar Powered Tractor | Mexico |
| 2 | Shoe Shack | South Korea |
| 3 | Men’s shoes with Lifts | China |
| 4 | Water Filter Flask (mobile) | Saudi Arabia |
| 5 | Find a car app | Germany |
| 6 |  |  |

**10/15: T**: Feedback on products HW6 / Compare & Contrast 2

**10/17: R**: LIBRARY:HOW to Research Cultures for business practices (**aka HW 7 due**)

10/22 T: Speaker from Intel / Work on Commercial Pitches

10/24 R: GROUP PRESENTATIONS DUE in class commercial pitches for randomly assigned group culture vs 0, 1 or 2 less arguments

**10/29 T**: Group grade a sample compare/contrast paper (vs EC points) + Randomly assigned Paper thesis & back up

**10/31 R** /Early Comp Essay due / CONF last chance help

**11/5 (MF Buffalo) T** SUB: Ultimate OSR challenge super quiz

**11/7 R INTRO to argumentative FINAL essay**
& Compare/Contrast 200 pt essay DUE

WHICH TEAM??: HW6 + team that did best above will get + 1 event

HUMAN RIGHTS Commercial (up to 8)
<http://www.newclassroom.com/humanrights.htm>

 **COMPARE & CONTRAST**
Each subcategory of comparision (paragraph) is 1-2 PARAGRAPHS (YOUR ESSAY NEEDS AT LEAST 5, not including intro and conclusion)

Paper short? Add a 6th subcategory…

**\*DOUBLE SPACED

\*Title PAGE (OPTIONAL) or SHORT HEADER w/name and date and ENG101**

 **\*into a 4-5 page (to the bottom!)**, double spaced Compare / Contrast **for 5 base comparison subcategories**. **If SHORT, use your 6th base of comparison!**

 **\*Works Cited page needed : MLA not necessary…yet**

Two biggest issues Rubric issues in Compare / Contrast essay (version
 without required citation and deep research):

**1)Make sure each comparison base or subcategory (you will have 5) is DIFFERENT FROM EACH OTHER**. If not, will lose points from rubric category six and slightly from 1 (eg base 1 = staff meetings 2=department meetings Too similar!)

2)THE HARDEST PART: DETAILS: imagining scenarios of that difference: demonstrating each detail of difference with scenario example.

**DETAILS=\*scenario**: a “showing” not a telling mini-narrative, **a story or example that shows the same/difference of the comparison**, of a **SPECIFIC** business case, procedure or problem: a narrative story about something that happens (in business).

\*Without research/imagination only in this essay – in the real world or research paper, you ‘quote’ research/have to prove what you imagine could be true). This is indirectly testing your vocabulary of business from your business course (What are vocabulary words for things that happen in business?)

SWEDEN vs USA : comparative THESIS: behavior in business

What are 6 things / subcategories to compare behavior in business between Sweden and USA

1: courtesy and etiquette

2: workplace rights

3: human resources and hiring

4: manufacturing

5: marketing

6: Directness in Communication

subcategory 6 of comparison: ‘Directness in Communication’

SAMPLE F detail paragraph:

The Swedes in business are more direct in their communication. They are straight to the point and confrontational with bosses. Less so with Americans.

SAMPLE D detail paragraph. Problems? (didn’t cover both sides, and missing both detailed scenes/examples).

The Swedes, in business, are typically direct in their communication. The Swedes will directly deal with the failure of an idea or group immediately. The Swedes also challenge superiors so the boss is going to expect challenges to his opinion right away.

**SAMPLE C or B detail paragraph: PROBLEMS? (missing 2nd scene/example of imagined scenario)**

The Swedes, in business, are typically direct in their communication. In a typical business meeting or debriefing they get straight to the problem and are willing to confront the opinions and motivations of group members, regardless of rank. Americans may hesitate with PC language and trying to be diplomatic. While American business may value people who are not ‘Yes Men’, the Swedes expect every rank challenging everyone else at meetings. .

SAMPLE ‘A’ detail paragraph in comp/cont **mapped out in color**:

SAMPLE ‘A’ detail paragraph in comp/cont **mapped out in color**:

|  |
| --- |
| **In bold**: the comparison subcategory as part or the whole of the paragraph’s TOPIC SENTENCEIn **pink**: a little bit of an explanation of what the comparision subcategory sentence(s) meansIn **blue**: Detail of 1st comparison in this subcategory, with specific imagined scenario and both sidesIn **red**: Detail of 2nd comparison in this subcategory, with specific imagined scenario and both sidesIn **green**: paragraph’s closing sentence**SHADED**= the setting in a scenaro |

**The Swedes, in business, are typically direct in their communication. In a typical business meeting or debriefing they get straight to the problem and are willing to confront the opinions and motivations of group members, regardless of rank.** For example, if you are a business partner that is replacing the role of another division or team, the Swedes will defend your even if not a Swede yourself. While Americans may hesitate with PC language and trying to be diplomatic about **why a project failed** after a launch, the Swedes will directly deal with the failure of an idea or group as soon as the meeting begins. This is true even if the opinions in a meeting offered by a boss or manager are incorrect or weak. While American business ‘bosses’ may value people who are not ‘Yes Men’ at a strategy planning meeting, and this is similar to the Swedes, in Sweden this is expected at every meeting from everyone, and the boss is going to expect challenges to his opinion right away, so he will prepare as much as possible **and not rely just on loyalty and past social debt to power his or her win.**

How do you BRAINSTORM specifics for scenarios, that you can use in your detailed paragraphs of comparisons?

To research business ‘settings’ that you can ‘imagine’ into scenarios to show your difference

**TRY**: in google, type : types of business meetings

**TRY** <http://en.wikipedia.org/wiki/Meeting>

**TRY**: google search for: types of business communication

eg: •Exchanging information

•Exchanging options

•Making plans and proposals

•Reaching agreement

•Executing decisions

•Sending and fulfilling orders

•Conducting sales

THEN ADD company name from country and enter all terms into google search!

launch party "Daewoo"

“shareholder’s meeting” Intel

“shareholder’s meeting” Air France

**NON NEGOTIABLE: COMPARE/CONTRAST RUBRIC:**

|  |
| --- |
|   **Compare/Contrast Essay RUBRIC CATEGORIES** |
| 2. Essay / stays on topic [0-5]  |
| 5. Specific details/supported by at least 2 details/ 2 examples/ 2 why’s per comparison /specific. [0-20] |
| 6. Essay breaks down into relevant paragraphs & points of comparison [0-10] |
| 8. Grammar & Spelling [0-15] |
| 9. Sentences & Paragraphs. [0-15] |
| 10. Format [0-5] |
| 11. Consistent/Builds [0-5] |
| 12. Addresses both items/diff sides in comparison[0-10] |
| 13. Cohesive/Sounds Good [0-5] |
| 15. Introduction [0-5] |
| 16. Conclusion [0-5] |

|  |  |  |
| --- | --- | --- |
| TEAM | PRODUCT? | COUNTRY |
| 1  | High end Make upLight up Sombreros | Mexico |
| 2 | Tesla Self Driving carAnime | South Korea |
| 3 | Keychain breathalyzerFord car | Germany |
| 4 | Head hijab for athleticismExotic Swords | Saudi Arabia |
| 5 | Nuclear war bunkersMankini Swimwear | China |
| 6 |  |  |

END

GRADING A SAMPLE REAL COMPARE/CONTRAST PAPER

Not attached but imagine DOES have Works Cited page looks like this:

Works Cited

“China” Global Road Warrior. 10/2/18.

Liu, Meg. “Women, midwives, and Chinese tradition”. Woman
 Ways Website. <http://wways.com/midwives/> 10/2/18

ENG101 Compare Contrast Essay Activity: REMEMBER 5-6 bases of comparison (each missing paragraph would be 10 pts off instantly

Members Present: (print names)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Instructions:

1) Either go thru each category as a team, or divide the categories below among the members (for example, team member Ann does categories 1, 2, 6 and 9; team member Bill does 3,5,11,15; etc)

2) Read final draft of the compare/contrast essay

4) TO DO PT1: **List one example problem per rubric category on the back.**

**EXAMPLES:**

*For category 8 grammar/spelling, you could write: Category 8: Cheeze and keedneys misspelled. Corrected it. Also corrected sentence fragment on 1st draft para 3.*

5) TO DO PT2: IMPORTANT **BELOW**, GIVE **A POINT VALUE FOR EACH CATEGORY**. Add up for **FINAL GRADE**.

|  |
| --- |
|   **Compare/Contrast Essay RUBRIC CATEGORIES** |
| 2. Essay / stays on topic [0-5]  |
| 5. Specific details/supported by at least 2 details/ 2 examples/ 2 why’s per comparison /specific. **[0-20]** |
| 6. Essay breaks down into relevant paragraphs & points of comparison [0-10] |
| 8. Grammar & Spelling [0-15] |
| 9. Sentences & Paragraphs. [0-15] |
| 10. Format [0-5] |
| 11. Consistent/Builds [0-5] |
| 12. Addresses both items/diff sides in comparison[0-10] |
| 13. Cohesive/Sounds Good [0-5] |
| 15. Introduction [0-5] |
| 16. Conclusion [0-5] |

FINAL GRADE \_\_\_88\_\_\_\_\_\_\_\_

Team closest: +5 pts EC
2nd place: +3pts
3rd place +1 pts

BEFORE LEAVING TODAY: CHOOSE A GROUP PRODUCT from America that you will pitch as Presentations for other Countries

Chandler Gilbert Community College
LEARNING COMMUNITY: BUSINESS & ENG101: PITCHING ASSIGNMENT: COMPARE/CONTRAST CULTURE AUDIENCES & MARKETING

|  |  |  |
| --- | --- | --- |
| TEAM | PRODUCT? | COUNTRY |
| 1  | Recreational desert vehicle (Baja Vehicle) | Mexico |
| 2 | condoms | China |
| 3 | Breathalyzer | Germany |
| 4 | Goodyear tires | Saudi Arabia |
| 5 | Hershey’s American Nutella | Australia |

TOTAL SCORES out of 125

-1 argument: 95-114

-2 argument: 115-125

Learning communities

Combine topics

No fluff

Assignments count in both classes

Schedules don’t collide

**END**

COMPARE/CONTRAST RUBRIC:

|  |
| --- |
|   **Compare/Contrast Essay RUBRIC CATEGORIES** |
| 2. Essay / stays on topic [0-5]  |
| 5. Specific details/supported by at least 2 details/ 2 examples/ 2 why’s per comparison /specific. [0-20] |
| 6. Essay breaks down into relevant paragraphs & points of comparison [0-10] |
| 8. Grammar & Spelling [0-15] |
| 9. Sentences & Paragraphs. [0-15] |
| 10. Format [0-5] |
| 11. Consistent/Builds [0-5] |
| 12. Addresses both items/diff sides in comparison[0-10] |
| 13. Cohesive/Sounds Good [0-5] |
| 15. Introduction [0-5] |
| 16. Conclusion [0-5] |

10/17 T: Time to work on GROUP commercial pitches
**10/19 R**: Group Commercial pitches (vs -1 or 2 arg)

GOAL: Choose a product to pitch for your country

GOAL: What tone do you think you will use

What factors for that country’s audience are you appealing

Answer 5 questions re: PITCH regarding that country from the company ‘boss’

Scores 1-5 for each/ max = 25 pts

6 teams = 6 x (1-5) x 5 = max of 150 pts

If teams score between 125-135 lower research assignment by 1 argument

If teams score between 135-150 lower research assignment by 2 arguments

END/RESULTS OF EXTRA CREDIT GROUP GRADE

!!!!@@@@@@@@@@@@@@@@@@@

See Japan examples:

<https://www.youtube.com/watch?v=cAflMweFrXk>

or

[https://www.youtube.com/watch?feature=player\_detailpage HYPERLINK "https://www.youtube.com/watch?feature=player\_detailpage&v=MGsPZMzbouA"& HYPERLINK "https://www.youtube.com/watch?feature=player\_detailpage&v=MGsPZMzbouA"v=MGsPZMzbouA](https://www.youtube.com/watch?feature=player_detailpage&v=MGsPZMzbouA)

**QUIZ 8) SHARK TANK video: Breathometer
List 5 things that were done RIGHT for the pitch/Would ‘sell’ the idea/ make it different:**

**List 2 things that could be improved
(13”)**<https://www.youtube.com/watch?v=d-ZOBnzjL0g>

Two biggest issues Rubric issues in Compare / Contrast essay (version
 without required citation and deep research):

**1)Make sure each comparison base or subcategory (you will have 5) is DIFFERENT FROM EACH OTHER**. If not, will lose points )

2)THE HARDEST PART: DETAILS: imagining scenarios of that difference: demonstrating each detail of difference with scenario example.

**DETAILS=\*scenario**: a “showing” not a telling mini-narrative, **a story or example that shows the same/difference of the comparison**, of a **SPECIFIC** business case, procedure or problem: a narrative story about something that happens (in business).

**Class 20**: Compare & Contrast sample paragraphs + HW 8 due T 10/30 (copy only – keep original)

**FOR 10/30 Next class**: QUIZ 11:
**QUIZ 11) For 10/30 T** READ “And Now a Game” (Video Game ads): 36-43
What kind of multimedia advertisement tie-in could you imagine for any local AZ business or product? List 3 reasons why you think this would be effective advertisement

NEXT CLASS: GROUP ACTIVITY for extra credit: rating a compare/contrast essay: Americans vs Swedes in business

**TODAY:** Does anyone want to exchange their assigned culture? 2 EC points for a random grab….

@@@@@@@@@@@

Example detail paragraphs for subcategory:

‘Directness in Communication’

SAMPLE F detail paragraph:

The Swedes in business are more direct in their communication. They are straight to the point and confrontational with bosses. Less so with Americans.

SAMPLE C detail paragraph. Problems? (didn’t cover both sides, and missing both detailed scenes/examples).

The Swedes, in business, are typically direct in their communication. The Swedes will directly deal with the failure of an idea or group immediately. The Swedes also challenge superiors so the boss is going to expect challenges to his opinion right away.

**SAMPLE B detail paragraph: PROBLEMS? (missing 2nd scene/example of imagined scenario)**

The Swedes, in business, are typically direct in their communication. In a typical business meeting or debriefing they get straight to the problem and are willing to confront the opinions and motivations of group members, regardless of rank. Americans may hesitate with PC language and trying to be diplomatic. While American business may value people who are not ‘Yes Men’, the Swedes expect every rank challenging everyone else at meetings. .

SAMPLE ‘A’ detail paragraph in comp/cont **mapped out in color**:

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|  |
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| **In bold**: the comparison subcategory as part or the whole of the paragraph’s TOPIC SENTENCEIn **pink**: a little bit of an explanation of what the comparision subcategory sentence(s) meansIn **blue**: Detail of 1st comparison in this subcategory, with specific imagined scenario and both sidesIn **red**: Detail of 2nd comparison in this subcategory, with specific imagined scenario and both sidesIn **green**: paragraph’s closing sentence**SHADED**= the setting in a scenaro |

**The Swedes, in business, are typically direct in their communication. In a typical business meeting or debriefing they get straight to the problem and are willing to confront the opinions and motivations of group members, regardless of rank.** For example, if you are a business partner that is replacing the role of another division or team, the Swedes will defend your even if not a Swede yourself. While Americans may hesitate with PC language and trying to be diplomatic about **why a project failed** after a launch, the Swedes will directly deal with the failure of an idea or group as soon as the meeting begins. This is true even if the opinions in a meeting offered by a boss or manager are incorrect or weak. While American business ‘bosses’ may value people who are not ‘Yes Men’ at a strategy planning meeting, and this is similar to the Swedes, in Sweden this is expected at every meeting from everyone, and the boss is going to expect challenges to his opinion right away, so he will prepare as much as possible **and not rely just on loyalty and past social debt to power his or her win.**

SAMPLE (intro, contracts, conclusion) 11/05/13

**American Business Culture vs South Korean Business Culture**

Business in America and in South Korea is, of course, about making money, and people must work with one another to reach this goal. The approaches in these two countries, however, can be markedly different. Their approaches to meeting new people, giving gifts, punctuality, contracts, and criticism all vary to different degrees. For the most part, the South Korean business culture is more formal, and some things that Americans regularly do would be considered rude.

When South Koreans are meeting new people with which business may or may not be conducted, the lower ranking person will bow to the higher ranking person, who will usually initiate a handshake. The bow does not always happen, but it is more common than not. Americans will not incorporate a bow into their greetings, meeting only with a handshake and sometimes a pat on the back, depending on how formal the meeting is. One of the first things that South Korean businesspeople do after the initial greeting is exchange business cards. The cards are considered extensions of themselves, and are to be taken with two hands, read, and commented on before being put away. In South Korea, it would be quite rude to do what a typical American businessperson does with a business card. Americans tend to immediately shove the card into their pocket or wallet for future reference. Business cards are not as important to them and are only exchanged if people think they will need to contact each other.

During the first meeting, it is polite to exchange gifts with the host(s) in South Korea. The host initiates the exchange. The gifts have to be close in value, but the most valuable gift should go to the person with the highest rank. These presents are not to be opened during the meeting without express permission from the giver. The importance of gifts is not so high in American Business culture, and some companies prohibit gift giving between employees. The only time that gifts are close to necessary in America is when a meeting or party is being held at someone's house. For such an event, it is polite to bring the host something for their home. The purpose of gifts in South Korean business culture is similar to that in America. They are used to build relationships and to cause someone to view you in a positive way. Americans like to see someone open their gift, though, to see the reaction. Cash gifts are not appropriate in America, but are acceptable but not preferred in South Korea.

In South Korea, when you are expected to be at a meeting, you are expected to arrive on time. If you are even five minutes late, you must phone ahead to apologize. Leniency on lateness becomes a bit more lax for higher ranking people, as they are assumed to be very busy with important matters. The American attitude towards lateness to meetings is actually even more strict. You are expected to arrive about five minutes early, so as to allow for minor setbacks. When meetings need to be canceled, higher ranking South Korean businesspeople can cancel with no warning if something else comes up and has to be dealt with. They also do this to hint that they want to delay the meeting or do not want to do business. It isn't considered rude to cancel with no notice because of the higher rank. Low ranking people cannot cancel meetings like this. In America, even if the CEO needs to cancel a meeting, he will be considered rude if he does not give at least a day's notice.

One of the most distinct differences between South Korean and American business culture is how contracts are viewed. Koreans treat the contract as a starting point, and as such must be open ended and flexible. They are used to establish parameters in which business will be conducted. This is a striking change from the American contract, which is often long, very specific, and legally binding once signed. Contracts are so specific that you essentially require a lawyer, who will read it and help you understand it before signing. Since Korean contracts are not as important to them as the actual interpersonal relationship, they are often overlooked and edited. In American business culture, the legally binding nature of contracts makes them harder to change, and if any part of it is overlooked, there may be some trouble.

Another polarized difference between these two cultures is their approach to criticism and opposition in meetings. It is absolutely unacceptable to publicly criticize someone's idea in South Korea, where saving face is very important. Americans are typically expected to criticize one another during meetings because they say it leads to new ideas and greater efficiency; Time is money. Expressing different ideas from higher ups in Korea is also an act that will cause loss of face. These ideas are expected to be articulated in private in order to prevent anyone from losing face. American culture, again, is nearly the opposite. Asking why things are done a certain way, offering insight, and challenging others' opinions are seen as signs that you are actively thinking about the matters at hand.

North Korean business culture is, in some ways, similar to American business culture. However, there are clearly some very different practices. Because of these, it would be difficult for a member of one group to do business with the other if they have not done research on what is acceptable and what is not. Overall, the South Koreans are much more formal in all of their business practices than Americans, who attempt to be more familiar. Titles are important to them, in contrast with how American businesses are actually trying to avoid titles due to the “equality” mindset held there. South Koreans also attempt to separate their work lives from their personal lives more diligently than Americans.

Presentations for other Countries

See Japan examples:

<https://www.youtube.com/watch?v=cAflMweFrXk>

or

[https://www.youtube.com/watch?feature=player\_detailpage HYPERLINK "https://www.youtube.com/watch?feature=player\_detailpage&v=MGsPZMzbouA"& HYPERLINK "https://www.youtube.com/watch?feature=player\_detailpage&v=MGsPZMzbouA"v=MGsPZMzbouA](https://www.youtube.com/watch?feature=player_detailpage&v=MGsPZMzbouA)

GOAL: Choose a product to pitch for your country

GOAL: What tone do you think you will use

What factors for that country’s audience are you appealing

Answer 5 questions re: PITCH regarding that country from the company ‘boss’

Scores 1-5 for each/ max = 25 pts

6 teams = 6 x (1-5) x 5 = max of 150 pts

If teams score between 125-135 lower research assignment by 1 argument

If teams score between 135-150 lower research assignment by 2 arguments

Thurs Oct 22 Compare/Contrast Essay conferences

Tues Oct 27 (Essays due) + work on presentations

THurs Oct 29 Presentations + intro to research

Tues Nov 3 Presentations

END

DAY TO DAY

Sample scenarios in day to day: eating at a fast food restaurant, choosing clothes, traveling to school or work, etc

Sample SPECIFIC details for sample scenarios in day-to-day: eating squid on Pizza in Japan, choosing clothes at an American shopping mall, being pushed in like tuna into a subway by a crowd technician in Japan, etc

How do you BRAINSTORM specifics for scenarios, that you can use in your detailed paragraphs of comparisons?

To research business ‘settings’ that you can ‘imagine’ into scenarios to show your difference

**TRY**: in google, type : types of business meetings

**TRY** <http://en.wikipedia.org/wiki/Meeting>

**TRY**: google search for: types of business communication

eg: •Exchanging information

•Exchanging options

•Making plans and proposals

•Reaching agreement

•Executing decisions

•Sending and fulfilling orders

•Conducting sales

WALKTHROUGH:

**Let’s do RUSSIA!**

**Primary: Business**

**NEED 6 things for bases….**

1)

2)

3)

4)

5)

6)

THEN ADD company name from country and enter all terms into google search!

launch party "Daewoo"

“shareholder’s meeting” Intel

“shareholder’s meeting” Air France

NEXT CLASS: QUIZ 11 + Group Activity: Grading Comp/Cont essay…

END:

**INTERNET SEARCHING mini-lesson/ INTERNET CHUNKING LESSON for quickest internet results**

**Part 1: CHUNKING FOR finding specific things on the internet: Reverse what you do for searching library – go for largest chunk first

\*\*\*CHUNKING means** entire search phrase: deciding what search terms together in quotes, and which not. KEEP words TOGETHER WITH QUOTES that are a phrase

Eg: target guns made of composite materials … if no quotes…on google vs as quote chunks….

eg: “nursing homes” is a chunk/phrase finds the words together, ‘nursing homes’
IF NOT QUOTES nursing homes you will get things on ‘nursing homes’, and things on ‘nursing’ (being a nurse, the profession, etc) and things on ‘homes’ (how to buy, how to maintain, etc)

here's a working tough thing to find: Do the French, in business, believe in showing anger during meetings?

* In the sample it would be chunked at: "French in business" "showing anger" "in meetings"
* If nothing, get rid of plurals – the ‘s’
* If still nothing, get rid of the least important term. Continue until you get good results.

Try Yahoo – not just google!

For example, If topic was: Horror movies from Japan are better than American horror movies because of better use of suspense… search terms could be:

"japanese horror movies" suspense comparison American

TRY:1)Modern science fiction inspires real ideas in real science (chunk for Yahoo)
A) "Modern science fiction" inspires "real ideas" in "real science" NOT WINNER.
B) "science fiction" inspires "real ideas" in "real science" NOT WINNER.
C) “science fiction" inspires "real science" WINNER! .

eg THESIS: Nursing home abuse occurs because of inadequate monitoring of staff and day to day functions..
one argument is:
 eg There are no legal requirements for background checks for staff at nursing homes
 ***good chunking of argument could be:***

***“legal requirements" "background checks" staff "nursing homes"!!!!!***

@@@@@@@@@@@@@@@@@@@@@@@@@

INTERNET CHUNKING/ RESEARCH: What if you did have to research instead of imagine a scenario?