

Passage 1: Why good ideas fail

1 TRUE	Tibal Fisher, TF's founder and CEO, decided to change its focus under the new brand name of TF's NextStage . His aim was to recapture the now ageing customers that had given him his early success and target consumers aged 60+ with devices and gadgets specifically designed to assist them with the problems associated with ageing :
2 TRUE	. TF's market research proved to be very positive, showing strong consumer support for the products.
3 NOT GIVEN	In 2007, the stores were remodeled at a cost of US \$40 million and the new brand was launched.
4 NOT GIVEN	In 2007, the stores were remodeled at a cost of US \$40 million and the new brand was launched. Each store was made more comfortable and featured a coffee shop to help increase traffic
5 FALSE	However, by 2009 it was clear that the idea was a failure and the stores consistently remained empty. Customers complained that the new stores felt like a senior center and reminded them that they were growing old.
6 surface	The TF Team's customer research efforts are a classic case of missing the subconscious associations at work in consumers' minds . Tibal and his executives looked only at surface attitudes . Since
7 weight loss	A great example is Alli (pronounced 'ally'), a drug to aid weight loss . The product deals with
8 name	First we came up with a name that sounds like a helpful partner . We also
9 container	First we came up with a name that sounds like a helpful partner. We also aimed to make the container both beautiful and functional - something that didn't just hold pills but could later be used to store diet guides and recipes
10 behaviour	Even simple techniques such as one-on-one interviews , or ethnographical observation that involves going into people's houses to examine their behavior , can provide valuable data .
11 focus group	this principle few years ago when we wanted to find out how far we could apply our design philosophy of making things easier to use in order to move from our core business, kitchen tools, into other products. We conducted what are known as focus groups , where participants were asked to look at photos of people and pick those they are perceived to be users and nonusers of our products . Consistently
12 (simple)	We've found that market research does not need to be very

surveys	sophisticated. For instance, we have conducted <u>simple surveys</u> in the lobby of our
13 instincts	Sometimes the most important signals come from an executive's own <u>instincts</u> . In Tibal Fisher's case,

Passage 2: Keeping water away

14 F	. Tough new rules for new developments mean that drains will be prevented from becoming overloaded after heavy rains. Architects of new urban buildings are diverting rainwater from the roofs for use in toilets and the irrigation of roof gardens, while water falling onto the ground is collected in ponds, or passes underground through porous paving. One high-tech urban development can store a sixth of its annual rainfall, and reuse most of the rest.
15 C	The Rhine , Europe's most engineered river; is a good example. For a long time engineers have erased its backwaters and cut it off from its plain . The aim was partly to improve navigation , and partly to speed floodwaters out of Alps and down to the North Sea . Now,
16 B	Back in the days when rivers took a winding path to the sea, floodwaters lost force and volume while meandering across flood plains and inland deltas , but today
17 D	Similar ideas are being tested in Austria, in one of Europe's largest river restorations to date. The engineers calculate that the restored flood plain of the Drava River can now store up to 10 million cubic metres of floodwater, and slow down storm surges coming out of the Alps by more than an hour, protecting towns not only in Austria, but as far downstream as Slovenia and Croatia.
18 E	The Dutch , for whom preventing floods is a matter of survival, have gone furthest. This nation , built largely on drained marshes and seabed, has had several severe shocks in the last two decades, when very large numbers of people have had to be evacuated. Since that time, the Dutch have broken one of their most enduring national stereotypes by allowing engineers to punch holes in dykes . They
19 Billions of dollars have been spent digging huge drains and concreting riverbeds , but many communities still flood regularly. Meanwhile, this desert city ships water from hundreds of kilometres away to fill its taps and swimming pool. Los Angeles has recently launched a new scheme to utilise floodwater in the Sun Valley section of the city. The plan is to

	<p>catch the rain that falls on thousands of driveways, parking lots and rooftops in the valley. Trees will soak up water from parking lots; houses and public buildings will capture roof water to irrigate gardens and parks, and road drains will empty into old gravel pits to recharge the city's underground water reserves. Result: less flooding and more water for the city. It may sound expensive, until we realise how much is spent trying to drain cities and protect areas from flooding, and how little this method achieves.</p>
20 A	<p>.. Similar ideas are being tested in Austria, in one of Europe's largest river restorations to date. The engineers calculate that the restored flood plain of the Drava River can now store up to 10 million cubic metres of floodwater, and slow down storm surges coming out of the Alps by</p>
21 D	<p>... Since that time, the Dutch have broken one of their most enduring national stereotypes by allowing engineers to punch holes in dykes. They plan to return up to a sixth of the country to its former waterlogged state in order to better protect the rest.</p>
22 Europe	<p>... Recently, winter floods on the rivers of central Europe have been among the worst for 600 to 700 years, and dams and dykes (protective sea walls) have failed to solve the problem</p>
23 Mississippi	<p>... The Rhine, Europe's most engineered river; is a good example. For a long time engineers have erased its backwaters and cut it off from its plain. The aim was partly to improve navigation, and partly to speed floodwaters out of Alps and down to the North Sea. Now, when it rains in the Alps, the peak flows from several branches of the Rhine coincide where once they arrived separately, and with four-fifths of the Lower Rhine's flood plain barricaded off, the waters rise. The result is more frequent flooding and greater damage. The same thing has happened in the US on the Mississippi river, ...</p>
24 London	<p>To help keep London's feet dry, the UK Environment Agency is reflooding 10 square kilometres of the ancient flood plain of the River Thames outside Oxford. Nearer to London</p>
25	<p>... Water use in cities also needs to change. At the moment, cities seem to create floods, they are concreted and paved so that rains flow quickly into rivers. A new breed of 'soft engineers' wants cities to be porous,</p>
26 Los	<p>... Could this be expanded to protect a whole city? The test</p>

Angeles	case could be Los Angeles . With non-porous surfaces covering 70% of the city, drainage is a huge challenge
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Passage 3: Australia's Megafauna Controversy

27 Yes	. Dr. Judith Field and Stephen Wroe of the University of Sydney , who excavated the site , claim that it provides unequivocal evidence of a long overlap of humans and megafauna , and conclude that aridity leading up to the last Ice Age brought about their eventual demise...
28 NOT GIVEN	Dr. Judith Field and Stephen Wroe of the University of Sydney, who excavated the site, claim that it provides unequivocal evidence of a long overlap of humans and megafauna, and conclude that aridity leading up to the last Ice Age brought about
29 NO	... There is no disputing the close association of bones and stones at Cuddie Springs, as both are found 1 to 1.7 metres below the modern surface . The dating of these layers is accurate:
30 YES	Intriguingly, some of the stone show surface features indicating their use for processing plants, and a few even have well-preserved blood and hair residues suggesting they were used in butchering animals .
31 B	that brings into question their conclusions . The amount of anthropological evidence found at the site is remarkable: we estimate there are more than 3 tonnes of charcoal and more than 300 tonnes of stone buried there. Field and Wroe estimate that there are approximately 20 million artefacts ...
32 F	This plethora of tools is hard to reconcile with a site that was only available for occupation when the lake was dry . Furthermore, no cultural features such as oven pits have been discovered.
33 D	... Furthermore, no cultural features such as oven pits have been discovered. If the sediment layers have remained undisturbed since being laid down,
34 C	First, the charcoal samples are all roughly 36,000 years old . Second, sand in the two upper levels is considerably younger than charcoal from the same levels .
35 G	Also interesting is the fact that a deep drill core made a mere 60 metres from the site recovered no stone artefact or fossil

	<u>bones</u> whatsoever...
36 A	These points suggests strongly that the sediments have been moved about and some of the old charcoal has been re-deposited in younger layers. Indeed, one sample of cow bone found 1 metre below the surface came from sediments where charcoal dated at 6,000 and 23,000 years old is mixed with 17,000-year-old sand.
37 B	... Flood events more likely explain the accumulation of megafauna remains, and could have mixed old bones with fresh deposits.
38 D	European graziers also disturbed the site in 1876 by constructing a well to provide water their cattle. Given the expense of well-digging, we speculate that the graziers made sure it was protected from the damage caused by cattle hooves by lining the surface with small stones collected from further afield ,
39 B	Using a mathematical model, it was found that a group of 10 people killing only one juvenile Diprotodon each year would be sufficient to bring about the extinction of that species within 1,000 years.
40 D	The lack of conclusive evidence that humans and megafauna coexisted for a lengthy period casts doubt on Field and Wroe's assertion that climate change was