

156. What is the article mainly about?

- (A) Corporate marketing plans
- (B) New developments in technology
- (C) Ways for companies to increase profits
- (D) How companies try to adapt to new conditions

157. The word "manage" in paragraph 1, line 6, is closest in meaning to

- (A) correct
- (B) attract
- (C) handle
- (D) regulate

158. According to the article, why do so many attempts to change fail?

- (A) Soft change and hard change are different.
- (B) Executives are interested only in profits.
- (C) The best methods are often not clear.
- (D) Employees usually resist change.

159. What is soft change based on?

- (A) Changes in the corporate culture
- (B) Reductions in company size
- (C) Relocating businesses
- (D) Financial markets

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