

reasons are complex: a-distrust of outside innovations and not-invented here engineering and arrogance and aversion to sharing research results.

- a. What, according to the author, is adding to the pressure on the companies?
 - b. What is the immediate effect, according to the passage, if a company does not innovate?
 - c. What according to the author, is the major drawback of the breakthrough approach of technological innovation?
 - d. Why do Western companies avoid the technology fusion approach?
 - e. What is the theme of the passage?
4. Write a letter to your friend discussing the degradation of environment which is leading to global warming and role of common citizens in saving the environment.
 5. Write a detailed analysis of any book that you have recently read.

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