Pre-Reading Assignment List

Each reading is listed in the order it will be discussed during the week. We ask that you complete these readings prior to attending The Advancing Business Acumen Program. Please print and bring all of these documents with you to Wharton, so that you may insert them into the program binder which you will receive upon arrival.

Sunday, November 8, 2015
Mario Moussa


Tuesday, November 10, 2015
Jagmohan Raju


*Study Questions*

1. *What price do you recommend for the new products. Please focus on the 11 ½ inch pads only.*
2. *What customer segments will you target?*
3. *What benefits will you emphasize?*
4. *How do you plan to distribute the product?*

Friday, November 13, 2015
Matthew Bidwell