

College Comp  
Mr. Reynolds  
*The Dip* - final  
reading questions  
pages 59-80

Directions: Complete three of these by writing a one paragraph response to them.

If you're not going to be #1, you might as well quit now (56).

Why is this vital, "Not giving up and abandoning your long-term strategy . . . but quitting the tactics that aren't working." (60)

Tell us about Doug (60-62). Do you agree with what Godin would tell him?

Why is coping a lousy strategy? (63)

Of the three questions you should ask yourself before quitting, what do you think is the most important? Why? (66-68)

What is the point of the section, "Consider Tires . . . Pick Your Dip"? (72-73)

What do you think of this final bit of advice: "You're astonishing . . . Use it [your unique talents and gifts] to become the best in the world, to change the game, to set the agenda for everyone else"? (74)