

### **WHILE-READING:**

**What does it mean to be innovative in business?**

#### **TRUE OR FALSE?**

1. We innovate because we want to increase the amount of money our businesses make.
2. Being innovative is all about using the newest technologies in your business.
3. Customers often don't know what they want.
4. McDonald's have not changed their menu since they started.
5. If you always target the same customers, you might lose them to your competitors.
6. Nintendo understood that only boys will play computer games.