

PRACTICE 4: Editing Paragraphs for Unity (page 85)

Paragraph 1: Teenagers have a surprising amount of money to spend, so advertisers research teenage fads and fashions.

Paragraph 2: Some people believe that cookies will damage their computers, but this is not true.

PRACTICE 5: Editing Paragraphs for Coherence (page 86)

Paragraph 1

Move: In 2007, the iPhone achieved great success, especially because of the variety of apps that were available for it.

To follow: One year later, in 2003, BlackBerry further developed smart phone technology.

Paragraph 2

Move: Like a friend, he asks how you are and listens attentively as you tell him about your life.

To follow: The first type of salesperson is the one who pretends to be your best friend.

PRACTICE 6: Identifying Consistent Use of Nouns and Pronouns (page 88)

(Part-time jobs) are beneficial for students in a number of ways. First, of course, (they) provide much needed income. (They) make it possible for students not only to pay their bills but also to have extra spending money for clothing and entertainment. Next, (part-time jobs) offer valuable experience. Students who have (them) quickly learn the importance of being responsible, following directions, and working as members of a team. Some (part-time jobs) can also teach useful skills such as basic accounting or database management. Finally, having (part-time jobs) while going to school teaches students how to become efficient. Working students must learn to balance their schedules so that they are able to complete their academic assignments and keep up with the duties of their (jobs). All in all, (part-time employment) has significant advantages for students.

PRACTICE 7: Editing a Paragraph for Consistency (page 89)

Young people who are interested in fashion may want to consider working as a ^{buyers}~~buyer~~ for retail stores. Retail buyers work for department stores and large chain stores. They look for and choose the merchandise to sell in the ^{stores}~~store~~. Retail buyers often specialize in one type of merchandise, such as men's casual clothing or women's shoes. ^{They}~~You~~ choose the merchandise that ^{they}~~you~~ think will sell well in ^{their}~~your~~ stores and appeal to ^{their}~~your~~ customers. Buyers also travel to trade shows and fashion shows to look at merchandise. ^{They}~~He or she~~ will purchase products about six months before the merchandise appears in the stores. ^{They}~~You~~ need to be able to predict fashion trends, understand retail sales, and work cooperatively with managers in sales, advertising, and marketing.