# GMAT      Argument        PDF

83. In this argument the author reasons that the failure of Company B portends a similar fate for Company A. The grounds for this prediction are similarities that exist between the two companies. The line of reasoning is that since both companies produce video-game hardware and software and both enjoy a large share of the market for these products, the failure of one is a reliable predictor of the failure of the other. This argument is unconvincing.            The major problem with the argument is that the stated similarities between Company A and B are insufficient to support the conclusion that Company A will suffer a fats similar to Company Bs. In fact, the similarities stated are irrelevant to that conclusion. Company B did not fail because of its market share or because of the general type of product it produced. it failed because children became bored with its particular line of products. Consequently, the mere fact that Company A holds a large share of the video-game hardware and software market does not support the claim that Company A will also fail.         An additional problem with the argument is that there might be relevant differences between Company A and Company B, which further undermine the conclusion. For example, Company As line of products may differ from Company Bs in that children do not become bored with them. Another possible difference is that Company Bs share of the market may have been entirely domestic

whereas Company A has a large share of the international market.

In conclusion this is a weak argument. To strengthen the conclusion the author would have to show that there are sufficient relevant similarities between Company A and Company B as well as no relevant differences between them. 100Test