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9 8 、 The following appeared in a memorandum from the new president of the Patriot car manufacturing company. "In the past, the body styles of Patriot cars have been old-fashioned, and our cars have not sold as well as have our competitors' cars. But now, since many regions in this country report rapid increases in the numbers of newly licensed drivers, we should be able to increase our share of the market by selling cars to this growing population. Thus, we should discontinue our oldest models and concentrate instead on manufacturing sporty cars. We can also improve the success of our marketing campaigns by switching our advertising to the Youth Advertising agency, which has successfully promoted the country's leading soft drink."

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