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1. The American economic system is organized around a basically private-enterprise, market-oriented economy in which consumers largely determine what shall be produced by spending their money in the marketplace for those goods and services that they want most. 2. Thus, in the American economic system it is the demand of individual consumers, coupled with the desire of businessmen to maximize profits and the desire of individuals to maximize their incomes, that together determine what shall be produced and how resources are used to produce it. 3. If, on the other hand, producing more of a commodity results in reducing its cost, this will tend to increase the supply offered by seller-producers, which in turn will lower the price and permit more consumers to buy the product. 4. In the American economy, the concept of private property embraces not only the ownership of productive resources but also certain rights, including the right to determine the price of a product or to make a free contract with another private individual. 5. At the same time these computers record which hours are busiest and which employers are the most efficient, allowing personnel and staffing assignments to be made accordingly. And they also identify preferred customers for promotional campaigns. 6. Numerous other commercial enterprises, from theaters to magazine publishers, from gas and electric utilities to milk processors, bring better and more efficient services to

consumers through the use of computers. 7. Exceptional children are different in some significant way from others of the same age For these children to develop to their full adult potential, their education must be adapted to those differences. 8. The great interest in exceptional children shown in public education over the past three decades indicates the strong feeling in our society that all citizens, whatever their special conditions, deserve the opportunity to fully develop their capabilities. 9. It serves directly to assist a rapid distribution of goods at reasonable price, thereby establishing a firm home market and so making it possible to provide for export at competitive prices. 10. Apart from the fact that twenty-seven acts of Parliament govern the terms of advertising, no regular advertiser dare promote a product that fails to live up to the promise of his advertisements. 11. If its message were confined merely to information and that in itself would be difficult if not impossible to achieve, for even a detail such as the choice of the color of a shirt is subtly persuasive-advertising would be so boring that no one would pay any attention. 12. The workers who gets a promotion, the student whose grades improve, the foreigner who learns a new language-all these are examples of people who have measurable results to show for there efforts. 13. As families move away from their stable community, their friends of many years, their extended family relationships, the informal flow of information is cut off, and with it the confidence that information will be available when needed and will be trustworthy and reliable. 14. The individual now has more information available than any generation, and the task of finding

that one piece of information relevant to his or her specific problem is complicated, timeconsuming, and sometimes even overwhelming.

15. Expertise can be shared world wide through teleconferencing, and problems in dispute can be settled without the participants leaving their homes and/or jobs to travel to a distant conference site.

16. The current passion for making children compete against their classmates or against the clock produces a two-layer system, in which competitive A-types seem in some way better than their B type fellows.

17. While talking to you, your could-be employer is deciding whether your education, your experience, and other qualifications will pay him to employ you and your "wares" and abilities must be displayed in an orderly and reasonably connected manner.

18. The Corporation will survive as a publicly funded broadcasting organization, at least for the time being, but its role, its size and its programs are now the subject of a nation wide debate in Britain.

19. The debate was launched by the Government, which invited anyone with an opinion of the BBC including ordinary listeners and viewer to say what was good or bad about the Corporation, and even whether they thought it was worth keeping.

20. The change met the technical requirements of the new age by engaging a large profess signal element and prevented the decline in efficiency that so commonly spoiled the fortunes of family firms in the second and third generation after the energetic founders.

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