

Adidas and Puma

1. Look at the dictionary definition of the word "rival" and answer the questions below:

RIVAL

ri·valed or ri·valledri·val·ing or ri·val·ling play\ 'rīv-(ə-)liŋ\
1. **1a** : one of two or more striving to reach or obtain something that only one can possess
b : one striving for competitive advantage

2. **2obsolete** : companion, associate

3. **3**: equal, peer

1. intransitive verb

2. : to act as a rival : compete

3. transitive verb

4. **1**: to be in competition with

5. **2**: to strive to equal or excel : emulate

6. **3**: to possess qualities or aptitudes that approach or equal (those of another)

a. What are some antonyms of rival?

b. What are some synonyms for rival?

2. Why was Germany the perfect place to start their business? Cite your evidence.

3. The author inferred that it was Adolf's idea to make sports shoes. What evidence can you cite to prove or disprove the inference?

4. What's the difference between being passionate about something and being obsessed with something?

5. I infer that Adolf is the creative brother. What evidence can you find to support my inference?

6. Why does Rudolph have such a minor role in paragraph 4?

7. Even though the brothers could not agree on much, they were still very successful. Based on the reading selection, what information supports this conclusion?

8. How long were the brothers together before they split up the business?

9. How is the word "cougar" symbolic?

