

Exercise 2-1 Baking soda exercise. Creativity as a competitive advantage.

PART 1:

Think about a simple product: Baking soda.

What is it?: According to Arm & Hammer, baking soda “cleans, deodorizes and even bakes – effectively and inexpensively.” It has applications in personal care, cleaning and food preparation.

Below, list all the products you can think of that contain baking soda:

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PART 2:

On Arm & Hammer’s website you can find the following statement on one of the pages:

“Learn more about all our hip, easy to use shapes and sizes.”

Why would the company have this statement on their website? Answer below:

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HOMEWORK Assignment 1:

What are some other products which have used creativity as a competitive advantage? Report back in next class.

HOMEWORK Assignment 2:

Look up the definitions of the following and provide an example of each – Patent, Trademark, Servicemark, Copyright. Use the following link for reference:
<http://www.uspto.gov/main/glossary/index.html>.