

# No Logo

## Ch. 6 Worksheet

1. What is causing the “uniform” of today’s youth?
2. What are superbrands doing to local businesses? How?
3. How are stores like IKEA and Gap identified in this chapter?
4. Who owns franchises?
5. How much (percentage) did Starbucks grow in the U.S. and Canada between 1992 and 1999?
6. What is the largest retail store in the world?
7. How big is the average Wal-Mart? How is this a bad thing?
8. How does Starbucks attract customers?
9. In the second paragraph under “Clustering: The Starbucks Model”, what is the most likely meaning of “cannibalization”?
10. What are two coffee houses that attempted to stand up against Starbucks?
11. What is this generation of consumers being called?