

46. The following appeared in a memorandum sent by a vice-president of the Nadir Company to the company's human resources department:

"Nadir does not need to adopt the costly 'family-friendly' programs that have been proposed, such as part-time work, work at home, and job-sharing. When these programs were made available at the Summit Company, the leader in its industry, only a small percentage of employees participated in them. Rather than adversely affecting our profitability by offering these programs, we should concentrate on offering extensive training that will enable employees to increase their productivity."

Discuss how well reasoned . . . etc.

47. The following appeared in a letter to prospective students from the admissions office at Plateau College:

"Every person who earned an advanced degree in science or

engineering from Olympus University last year received numerous offers of excellent jobs. Typically, many graduates of Plateau College have gone on to pursue advanced degrees at Olympus. Therefore, enrolling as an undergraduate at Plateau College is a wise choice for students who wish to ensure success in their careers."

Discuss how well reasoned . . . etc.

48. The following was excerpted from an article in a farming trade publication:

"Farmers who switched from synthetic to organic farming last year have seen their crop yields decline. Many of these farmers feel that it would be too expensive to resume synthetic farming at this point, given the money that they invested in organic farming supplies and equipment. But their investments will be relatively minor compared to the losses from continued lower crop yields. Organic farmers should switch to synthetic farming rather than persist in an unwise course. And the choice to farm organically is financially unwise, given that it was motivated by environmental rather than economic concerns."

Discuss how well reasoned . . . etc.

49. The following appeared as part of an article in a computer magazine:

"A year ago Apex Manufacturing bought its managers computers for their homes and paid for telephone connections so that they could access Apex computers and data files from home after normal business hours. Since last year, productivity at Apex has increased by 15 percent. Other companies can learn from the success at Apex: given home computers and access to company resources, employees will work additional hours at home and thereby increase company profits."

Discuss how well reasoned . . . etc.

50. The following appeared in the editorial section of a local paper:

"Applications for advertising spots on KMTV, our local cable television channel, decreased last year. Meanwhile, a neighboring town's local channel, KOOP, changed its focus to farming issues and reported an increase in advertising applications for the year. To increase

applications for its advertisement spots, KMTV should focus its programming on farming issues as well.”

Discuss how well reasoned . . . etc.