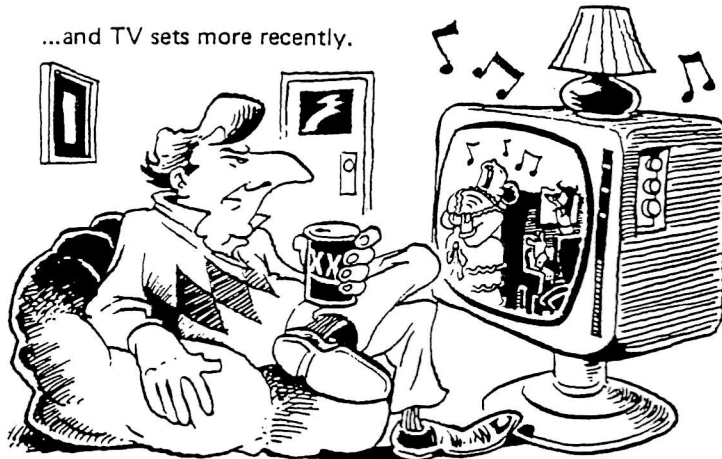


THE NEEDS REMAIN CONSTANT - THE WAYS OF SATISFYING THEM CHANGE

For instance, people have always needed home entertainment - which sold pianos in Victorian times...



...and TV sets more recently.



TV is simply a new way of satisfying an age-old need.

3. _____

4. PAIR WORK TASK #1

Work with your partner in English & design an advertisement for an original item or service which satisfies an old need in a new way:

a) What is the new product/service? _____

b) Explain the permanent need: _____