



## Speed Reading Training

### *Speed Reading Training*

Read the text on the screen as quickly as possible.

(Reading Speed)

Write Start time and Finish time. Start time:\_\_\_\_\_ Finish time:\_\_\_\_\_

142 words / \_\_\_\_\_ minutes = \_\_\_\_\_ wpm (words per minute)

- 1. No acquisition works unless the people in the acquiring company have respect for the product, the markets, and the customers of the company they acquire.**
  
- 2. Though many large pharmaceutical companies have acquired cosmetic firms, none has made a great success of it. Pharmacologists and biochemists are "serious" people concerned with health and disease. Lipsticks and lipstick uses are frivolous to them.**
  
- 3. By the same token, few of the big television networks and other entertainment companies have made a go of the book publishers they bought. Books are not "media," and neither book buyers nor authors - a book publisher's two customers - bear any resemblance to what the Nielsen rating means by "audience".**
  
- 4. Sooner or later, usually sooner, a business requires a decision. People who do not respect or feel comfortable with the business, its products, and its users invariably make the wrong decision.**

**Peter F. Drucker**