Part 1:

- 1. Define cool hunting.
- 2. The Paradox of cool hunting: "It kills what it finds." Explain Why.

Part 2:

- 3. What does under-the-radar marketing mean?
- 4. Is under-the-radar- marketing ethical?
- 5. According to Robert McChesney, how is Teen culture like Africa for the true Merchants of Cool?