**Module 11 – Textbook Review Questions**

**Practice exam questions related to textbook chapter “Fantastic Plastics in Postwar America: Earl Tupper, Brownie Wise, and Materials Marketing” by Marsha Bryant**

1. What does plastic mean in the technical sense? What positive and negative cultural meanings attach to the same word?
2. Which elements of Earl Tupper’s homemade curriculum for innovation strike you as most important in his personal transformation from farm worker to successful inventor? Why?
3. How did Earl Tupper transform war industry polyethylene slag into a material for household products?
4. Which properties of Tupperware products made them appealing to design critics and the Museum of Modern Art?
5. What sales strategies did Brownie Wise use to make Tupperware products a market success in the United States?