Adapt to the Situation

My name is Sam Lobono. One of the most important things I do is being able to adapt to different situations. Adaptability is one of the most crucial things that a business can do because it can be at the top of its market but eventually another business will create a superior product or service. If the business does not adapt to the market it will no longer be able to function. I feel that in marketing adaptability is especially important. I will need to adapt to the trends in society in order to successful sell my product or service.