Please write a book report on the book: (Rhetoric & Poetics of Aristotle, Modern Library College Editions, by Aristotle (ISBN: 0075546027) for me basing on the following instructions: Type the MLA citation for the book on the top of the page. Then include the following: 1. Basic Knowledge: Identify three ways in which this book distinctively advanced your theoretical knowledge of the rhetoric and philosophy of communication. 2. Metaphor and Argument: State the central question(s) of scholarly inquiry guiding the book. Locate the dominant themes or idea clusters (metaphor or metaphor pattern) and relate it to the key scholarly argument you encountered in the book. Respond to the author's position, making explicit your own rhetorical or philosophical standpoint (assumptions, biases, perspectives, etc.) 3.Relevance: Make a case for the relevance of this book to the communication classroom and the marketplace. In what ways you can appropriate and apply what you have learned? Please observe a 200-250 word limit per section for 1, 2, 3 above. This is a 600-750 word total for this book. Read my material and answer questions. (about 250 words) As I mentioned last week, Disruption (or Disruptive Innovation / Strategy / Technology etc.) as a concept, revolutionized the way we think about startups. It is arguably the most influential management theory to have emerged in the last 30 years, although as I will share, the roots of it go back at least a hundred years. Nevertheless, it is a fundamentally important theory that any entrepreneur worth their salt needs to know! As you read the Innovator's Dilemma Chapter 1 -- its an awesome book btw, highly recommend to get the entire book -- I want you all to ponder on these points. 1) What is the fundamental dilemma facing the incumbent company? 2) What industries / settings do you think the innovator's dilemma is most salient? I would like a plagarism report done as well