

## 9/19 Reading Assignment

What is up with [Iranians and their Italian sports cars](#)? That's why we need to look at, as the syllabus states, "the hidden side of everything." Let's face it, we don't expect traditional Muslims to make a Maserati a top choice for wheels. What explains these consumer preferences? What [hypotheses](#) on these preferences are entertained and developed in this piece. Draw out, in your own notes, as many of them as possible.