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1. Noun
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One day, Mark and Mara were coming back from brunch. Mark looked up and noticed a _____ Noun stuck in the tree outside a schoolyard. "Oh no," he thought. Those poor kids would be without their kick ball for recess.

How a elve months ago, Lululemon Athletica was one of the hottest brands in the world. Sales of its high-priced yoga gear were exploding; the company was expanding into new markets; experts were in awe of its "cultlike following." As one observer put it, "They're more than apparel. They're a life style." But then customers started complaining about pilling fabrics, bleeding dyes, and, most memorably, yoga pants so thin that they effectively became transparent when you bent over. Lululemon's founder made things worse by suggesting that some women were too fat to wear the company's clothes.