

# Inside the Eyewear Industry

## **Sticker Shock**

The *60 minutes* segment for consumers on why glasses are so costly.

An inside look on the pitfalls and cutthroat nature of some businesses.

The program is a useful learning tool for potential entrepreneurs.

Many aspects of the piece can be applied to learning how to spot issues and problems in other industries under consideration.

CBS News segment

<http://tinyurl.com/8u8cgrg>