

Compare and Contrast Essay Introduction Examples

The introduction sets the tone for the paper, and often determines what exactly falls within the paper itself. For example...

Coca-Cola and Pepsi-Cola are the two most established soft drink makers in the United States. It has been said that, “the name of Coke will be as well known as water around the world” (Burke 7). However, as many characteristics as these two companies share, they are actually very different.