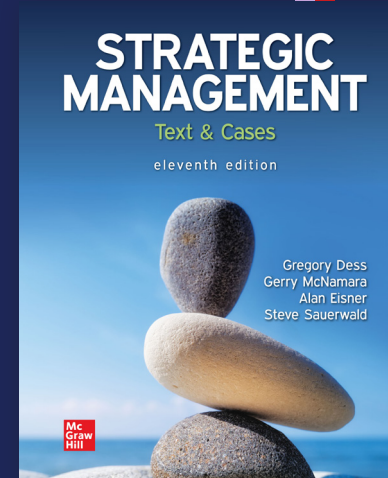




# Strategic Management: Text and Cases, 11e

Dess | McNamara | Eisner | Sauerwald



## Cases

1. Robin Hood
2. The Global Casino Industry: Emerging From the Pandemic
3. Theorybridge.com: Making Academic Research Relevant To Practitioners
4. Dirty Laundry In the Fast Fashion Industry: H & M's Dilemma
5. Pocket Radar: The Disruptive Innovator in the Sports Radar Gun Market
6. Haribo and the Gummi Bear Business: A Sticky Situation
7. Coinbase Global Inc.
8. Moet Hennessey Louis Vuitton
9. Southwest Airlines: Can "LUV" Be A Competitive Advantage?
10. JetBlue in 2022
11. Emirates Airline
12. Ford: Traveling Two Roads
13. General Motors: Plugging In?
14. Lime: Is e-Bike Sharing the Next Uber?
15. WW in 2022: Can Weight Watchers Shape Up?
16. The Boston Beer Company: Competition is Brewing
17. Heineken
18. Tata Starbucks: A New Brew For India?
19. Nintendo: Could the Switch Turn on Gamers?
20. Apple Inc.: Limits To Growth?
21. Samsung Electronics
22. Zynga: Is the Game Over?
23. Flipkart in the Indian E-Commerce Market
24. Ebay: Still Misunderstood
25. Alibaba Group: Rivals At The Gate?
26. Venmo: Better Than Cash?
27. Johnson & Johnson
28. Procter & Gamble
29. McDonald's in 2022
30. United Way Worldwide
31. Campbell: How to Keep The Soup Simmering
32. World Wrestling Entertainment in 2022
33. Microfinance: Going Global. . . And Going Public?
34. Greenwood Resources: A Global Sustainable Venture In The Making
35. Kickstarter and Crowdfunding 2022
36. QVC in 2022
37. Cirque Du Soleil in 2022
38. Walt Disney Company