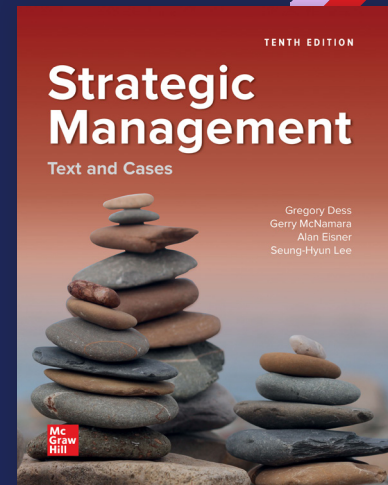


Strategic Management: Text and Cases, 10e

Dess | McNamara | Eisner | Lee



Cases

1. Robin Hood
2. The Global Casino Industry in 2019 (New)
3. Southwest Airlines: Is “LUV” at the Limit? (New)
4. ZYNGA: Is the Game Over? (Updated)
5. World Wrestling Entertainment 2019 (Updated)
6. Microfinance: Going Global... And Going Public?
7. FreshDirect: Is It Really Fresh? (Updated)
8. Greenwood Resources: A Global Sustainable Venture in the Making
9. Kickstarter and Crowdfunding 2019 (Updated)
10. QVC in 2019 (Updated)
11. Cirque du Soleil in 2019 (Updated)
12. Pixar (Updated)
13. Heineken (Updated)
14. eBay: Misunderstood? (Updated)
15. Weight Watchers is no WW (Updated)
16. Dippin’ Dots: Is the Future Frozen? (Updated)
17. Tata Starbucks: A Brew for India? (Updated)
18. The Movie Exhibition Industry: 2019 (New)
19. Campbell: How to Keep the Soup Simmering? (Updated)
20. Nintendo: Could the Switch Turn on Gamers? (Updated)
21. Samsung Electronics 2019 (Updated)
22. Emirates Airline (Updated)
23. General Motors in 2019 (Updated)
24. Johnson & Johnson (Updated)
25. Procter & Gamble (Updated)
26. Ascena: Still Struggling in Speciality Retail (Updated)
27. The Boston Beer Company: Brewing up Success? (Updated)
28. McDonald’s in 2019 (Updated)
29. Lime: Is Bike Sharing the Next Uber? (New)
30. United Way Worldwide (Updated)
31. Alibaba Group: Rivals at the Gate? (New)
32. Apple Inc.: Where’s the Next Innovation? (Updated)
33. Jetblue Airways Corporation: Getting Over The “Blues”? (Updated)
34. Ford: An Auto Company In Transition (Updated)
35. Jamba Juice: Focus in on the Menu (Updated)
36. BlackBerry in 2019 (Updated)
37. Venmo: War on Cash? (New)
38. Flipkart: Winning in India? (New)