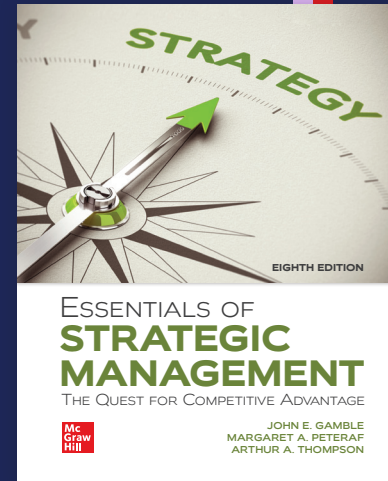


Essentials of Strategic Management: The Quest for Competitive Advantage, 8e

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Cases

1. Airbnb in 2022
2. Costco Wholesale in 2022: Business Model, and Strategy
3. Lululemon athletica's Strategy in 2022: Can the Retailer Continue to Deliver Growth Despite the Headwinds?
4. Yeti in 2022: Will Its Strategy Lead to Sustainable Advantage and Growth?
5. Beyond Mean in 2022: What Can It Do To Rejuvenate Revenue Growth and Stem Mounting Losses?
6. Spotify Technology in 2022: Will Its Strategy Lead to Profitability with Growth?
7. Tesla's Strategy in 2022: Can It Deliver Sustained Revenue Growth and Profitability?
8. Ulta Beauty's Race to Win in an Omnichannel World
9. PepsiCo's Diversification Strategy in 2022
10. Robin Hood
11. Macy's, Inc. in 2022: Has the Implementation of Its Polaris Strategy Produced a Successful Turnaround?
12. Meta Platforms, Inc.: Will the Company's Name Change Resolve Ethical Issues at Facebook and Instagram?