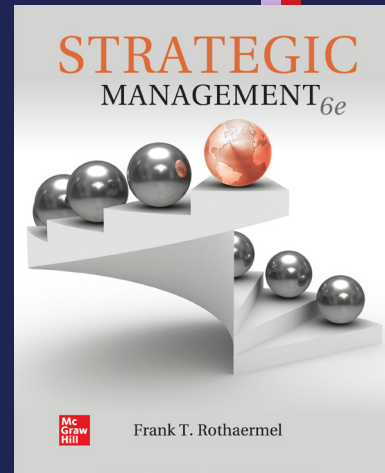


# Strategic Management, 6e

Frank T. Rothaermel



## MiniCases

1. Whitney Wolfe Herd's Dating Strategy: From Tinder to Bumble
2. Microsoft: Satya Nadella hits Refresh
3. Robinhood: Democratizing Investing or Robbing Investors?
4. Dr. Dre's Core Competency: Coolness Factor
5. Sustaining Shared Value: The Rise and Fall of Toms Shoes
6. Warby Parker's Blue Ocean Strategy
7. Platform Strategy: How PayPal Solved the Chicken-or-Egg Problem
8. GE: Corporate Strategy Gone Bad
9. LVMH Acquires Tiffany: The American Jeweler Learns How to Speak French
10. Hollywood Goes Global
11. Chick-fil-A's Structure, Culture, and Control
12. Purdue Pharma and the Opioid Addition Crisis

## Full-Length Cases

1. Peloton >>
2. Airbnb \*
3. Rivian >>
4. Starbucks \*
5. Best Buy \*
6. Apple \*
7. Tesla \*
8. Uber >>
9. Disney \*
10. Netflix \*
11. McDonald's \*
12. Nike

\*Note: These 12 Full-Length cases with auto-graded exercises are included in Connect®.

## Prior Edition Cases

Fifteen additional cases are included in Connect® in a standalone ebook. This combination of classic and contemporary cases provides even more options for instructors and students.