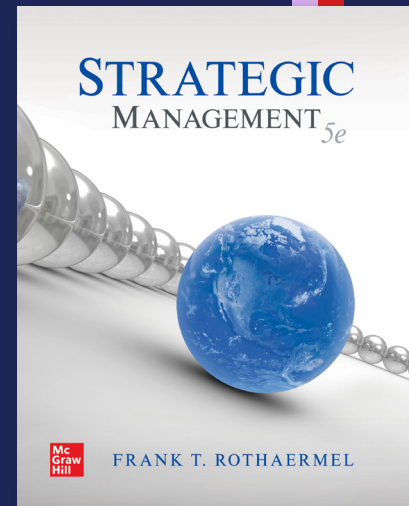


Strategic Management, 5e

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MiniCases

1. **Apple: What's Next?**
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8. **GE: Corporate Strategy Gone Wrong**
9. **Disney: Building Billion Dollar Franchises**
10. **Hollywood Goes Global**
11. **Yahoo: From Internet Darling to Fire Sale**
12. **Uber: Ethically Most Challenges Tech Company?**

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Full-Length Cases

1. Airbnb Inc.*
2. Kickstarter
3. Facebook, Inc.*
4. Space X
5. Delta Air Lines, Inc.
6. The Movie Exhibition Industry
7. Starbucks Corporation*
8. The Vanguard Group*
9. Better World Books and the Triple Bottom Line
10. McDonald's Corporation*
11. Best Buy Co., Inc.*
12. Walmart, Inc.
13. Tesla, Inc.*
14. Netflix, Inc.*
15. Amazon.com., Inc.*
16. Apple, Inc.*
17. The Walt Disney Company*
18. UPS in India
19. Alphabet's Google
20. Merck & Co., Inc.
21. Nike, Inc.*
22. Uber Technologies

*Note: The 12 Full-Length cases are included as a separate complimentary eBook in Connect®. They are Airbnb, Inc., Facebook, Inc., Starbucks Corporation, The Vanguard Group, McDonald's Corporation, Best Buy Co., Inc., Tesla, Inc., Netflix, Inc., Amazon.com, Inc., Apple, Inc., The Walt Disney Company, Nike, Inc.