



Crafting & Executing Strategy: The Quest for Competitive Advantage Concepts & Cases, 23e

Thompson | Peteraf | Gamble | Strickland



Cases

Section A: Crafting Strategy in Single-Business Companies

1. Airbnb in 2020
2. Competition in the Craft Beer Industry in 2020
3. Costco Wholesale in 2020: Mission, Business Model, and Strategy
4. Ford Motor Company: Will the Company's Strategic Moves Restore its Competitiveness and Financial Performance?
5. Macy's, Inc.: Will Its Strategy Allow It to Survive in the Changing Retail Sector?
6. TOMS Shoes: Expanding Its Successful One For One Business Model
7. Lululemon Athletica's Strategy in 2020: Is the Recent Growth in Retail Stores, Revenues, and Profitability Sustainable?
8. Under Armour's Strategy in 2020: Can It Revive Sales and Profitability in its Core North American Market
9. Spotify in 2020: Can the Company Remain Competitive?
10. Beyond Meat, Inc.
11. Netflix's 2020 Strategy for Battling Rivals in the Global Market for Streamed Video Subscribers
12. Twitter Inc. in 2020

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14. GoPro in 2020: Have its Turnaround Strategies Failed?
15. Publix Super Markets: Its Strategy in the U.S. Supermarket and Grocery Store Industry
16. Tesla's Strategy in 2020: Can It Deliver Sustained Profitability?
17. Unilever's Purpose-led Brand Strategy: Can Alan Jope Balance Purpose and Profits?
18. Domino's Pizza: Business Continuity Strategy during the Covid-19 Pandemic
19. Burbank Housing: Building from the Inside Out
20. Boeing 737 MAX: What Response Strategy is Needed to Ensure Passenger Safety and Restore the Company's Reputation?
21. The Walt Disney Company: Its Diversification Strategy in 2020
22. Robin Hood

Section B: Crafting Strategy in Diversified Companies

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24. Uber Technologies in 2020: Is the Gig Economy Labor Force Working for Uber?

Section C: Implementing and Executing Strategy

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26. Nucor Corporation in 2020: Pursuing Efforts to Grow Sales and Market Share Despite Tough Market Conditions
27. Eliminating Modern Slavery from Supply Chains: Can Nestlé Lead the Way?