Cases

Section A: Crafting Strategy in Single-Business Companies

1. Airbnb in 2020
2. Competition in the Craft Beer Industry in 2020
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.
12. Twitter Inc. in 2020

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13. Yeti in 2020: Can Brand Name and Innovation Keep it Ahead of the Competition?
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?
22. Robin Hood

Section B: Crafting Strategy in Diversified Companies

23. Southwest Airlines in 2020: Culture, Values, and Operating Practices
25. Starbucks in 2020: Is the Company on Track to Achieve Attractive Growth and Operational Excellence?
27. Eliminating Modern Slavery from Supply Chains: Can Nestlé Lead the Way?

Section C: Implementing and Executing Strategy

28. All cases are available through McGraw Hill Create™ at www.mcgrawhillcreate.com/thompson »