**GAMBLE** 

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Instructor's Manual for

Essentials of

## STRATEGIC MANAGEMENT

The Quest for Competitive Advantage



## **Table of Contents**

Section 1	Instructor Resources, Chapter Features, and Case Overview					
Section 2	Using a Strategy Simulation in Your Course: The Compelling Benefits, What's Involved, and How to Proceed					
Section 3	Organizing Your Course, Deciding What the Workload Should Be, and Settling on Specific Assignments					
Section 4	Sample Syllabi and Daily Course Schedules					
Section 5	Lecture Notes for Chapters 1-10					
	Chapter 1	Strategy, Business Models, and Competitive Advantage				
	Chapter 2	Charting a Company's Direction: Vision and Mission, Objectives, and Strategy109				
	Chapter 3	Evaluating a Company's External Environment				
	Chapter 4	Evaluating a Company's Resources, Cost Position, and Competitiveness				
	Chapter 5	The Five Generic Competitive Strategies145				
	Chapter 6	Strengthening a Company's Competitive Position: Strategic Moves, Timing, and Scope of Operations				
	Chapter 7	Strategies for Competing in International Markets				
	Chapter 8	Corporate Strategy: Diversification and the Multibusiness Company				
	Chapter 9	Ethics, Corporate Social Responsibility, Environmental Sustainability and Strategy193				
	Chapter 10	Superior Strategy Execution – Another Path to Competitive Advantage				
Section 6	Teaching Notes					
	Case 1	Airbnb, Inc. in 2017				
	Case 2	Costco Wholesale in 2017 Mission, Business Model, and Strategy				
	Case 3	Competition in the Craft Brewing Industry in 2017				
	Case 4	FitBit, Inc. in 2017: Can It Revise Its Strategy and Reverse Mounting Losses?				
	Case 5	Lululemon Athletica, Inc. in 2017: Is the Company on the Path to  Becoming a High Performer Again?				
	Case 6	Gap Inc.: Can It Develop a Strategy to Connect with Consumers in 2017?				
	Case 7	GoPro in 2017: Will Its Turnaround Strategy Restore Profitability?				
	Case 8	Ricoh Canada321				
	Case 9	Mondelēz International's Diversification Strategy in 2017: Has Corporate Restructuring Benefitted Shareholders?				
	Case 10	Robin Hood				
	Case 11	Rosen Hotels & Resorts				
	Case 12	TOMS Shoes in 2016: An Ongoing Dedication to Social Responsibility				