

- Do you think the internet poses a threat to the competitive position of Manhattan College in the market for leadership education, or is it an opportunity for your school to enhance its competitive position? Explain. (80 words)
- Do you think CVS' strategy to stop selling cigarettes will give it an edge over its competitors? Why or why not? (80 words)

LINK: <https://www.nbcnews.com/video/cvs-stops-selling-tobacco-products-changes-name-324971075846>

- After viewing the [YouTube video about Coca Cola](#), discuss how globalization impacts Coca Cola's strategy. Can the company sustain a competitive advantage in the industry by employing this strategy? Explain your reasoning. (80 words)

LINK: <https://www.youtube.com/watch?v=QAYJVtEIAAtM>

- You own a small high-end tea shop and are known regionally for your unique blend of teas. Catering to a wealthier clientele, you hold quarterly breakfasts with your latest tea offerings to the top 10 clients who have the highest dollar volume of purchases for the previous quarter. You have followed a focused differentiation strategy but have heard recently that another high-end tea shop who has a more recognized brand than you is re-locating just five miles away. What, if anything, will you do with your strategy? (80 words)
- After viewing the ["3M: Diversified Globally" video](#) and reading "Strategy in Action" on p. 190 of the textbook, discuss how diversification has helped 3M. Are there any disadvantages to this strategy? Provide a detailed explanation of your rationale. (80 words)

LINK: <https://www.youtube.com/watch?v=wzbTU0i8PIc>

- What kind of organizational structure best describes the way Manhattan College operates? Provide your rationale as to why that structure is or is not appropriate for the institution. (80 words)