

**Case Title:** Facebook, Inc.

**Unique ID:** MHE-FTR-045-1259927628

REV: October 2, 2017

**Abstract**

The protagonist of the case is Sheryl Sandberg, Facebook's COO. The case opens with her reviewing the company's Q3 2017 earning data in preparation for the ensuing investors' call. Notably, the company continued a strong run in the mobile ad space and significant revenues that Facebook had generated. As COO, she is looking to take the company to the next level: not only continued growth in mobile ads, but dominance in the digital ad space. For this to occur, Facebook would somehow have to top Google in both display and search ads, despite only having notable presence and expertise in display ads. In 2017, Facebook was the fourth most valuable company on the planet, with a market capitalization of almost \$500 billion (just behind Apple, Alphabet, and Microsoft, but ahead of Amazon).

**Concepts:** Strategic Leadership; Business Model; External and Internal Analyses; Competitive Strategy; Platform Strategy; Innovation and Technology Strategy; Organizational Structure

**Context:**

- Ticker Symbol: FB
- Protagonists: Sheryl Sandberg, COO Facebook
- Country: USA (worldwide reach online)
- Sector: Social networking and online advertising
- Company Employee Count: 20,658
- Company Revenue: \$33.2 billion (2017)
- Market Cap: ~ \$500 billion (Sept. 2017)
- Event Year: 2017

**Teaching Note:** Available