

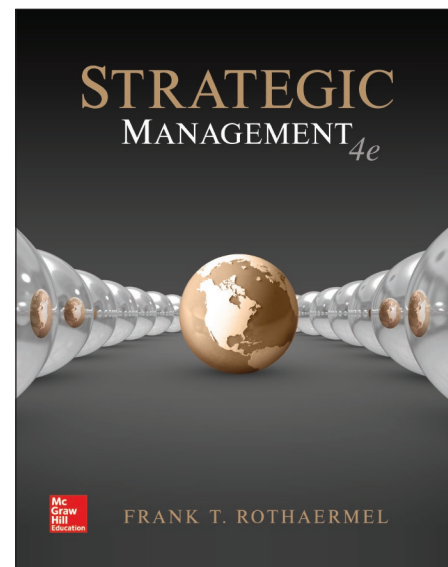
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Make it happen through Create for  
Strategic Management, at

[www.McGrawHillCreate.com/  
Rothaermel](http://www.McGrawHillCreate.com/Rothaermel)



*Create what you've only imagined.*



### Where do I find cases to incorporate into my class?

At the Create site, you can access the full-length cases that accompany *Strategic Management* by Frank T. Rothaermel.

You will be able to select from 23 cases written by Frank T. Rothaermel as well as cases from Harvard, Ivey, Darden, NACRA, other case authors, and much more!

### How do I access these materials?

In this insert, we have included a grid showing information about the author-written cases, plus detailed instructions on how to use Create to select the cases and other content you want for your course.

In addition to selecting cases, through Create you also can:

- *Assemble your own course*, selecting the chapters and cases that will work best for you.  
or
- *Choose from several ready-to-go, author-recommended complete course solutions*, which include chapters and cases *pre-loaded* in Create. Among these pre-loaded **ExpressBooks** solutions, you'll find options for undergrad, MBA, accelerated, and other strategy courses.

**HIGH-QUALITY CASES**, well integrated with content and frameworks in the chapters, are a key ingredient in teaching strategy. Most of the full-length cases available with *Strategic Management*, and accessible via McGraw-Hill's Create™ website, have been written specifically for the product by Frank T. Rothaermel, with the help of expert contributors. This linkage ensures close interconnection of chapter content and cases.

The cases cover a variety of core strategy issues and topics, including external analysis, competitive dynamics, innovation, mergers and acquisitions, alliances, and corporate ethics. All cases are accompanied by a rich set of Case Teaching Notes. Financial analyses (in Excel spreadsheets) and case videos also are available with selected cases.

#	Unique ID	Case	Ticker	Industry Sector	Chapter	
					Primary	Secondary
1	MHE-FTR-046-1259927628	Uber Technologies*	private	Mobile Logistics & Transportation	12	2
2	MHE-FTR-042-1259927628	Starbucks Corporation*	SBUX	Roaster & Retailer of Specialty Coffee; Restaurants	4	10
3	MHE-FTR-043-1259927628	Netflix, Inc.*	NFLX	Home Entertainment Delivery & Content	7	8
4	MHE-FTR-045-1259927628	Walmart*	WMT	Retail	3	6
5	MHE-FTR-044-1259927628	The Walt Disney Company*	DIS	Media & Entertainment	8	4
6	MHE-FTR-049-1259927628	Tesla, Inc.	TSLA	Sustainable Transportation & Energy	7	6
7	MHE-FTR-051-1259927628	Apple Inc.	AAPL	Consumer Electronics & Online Services	4	8
8	MHE-FTR-053-1259927628	Amazon.com, Inc.	AMZN	E-commerce; Diversified Conglomerate	8	9
9	MHE-FTR-052-1259927628	Best Buy Co., Inc.	BBY	Retail—Consumer Electronics	6	7
10	MHE-FTR-054-1259927628	Facebook, Inc.	FB	Social Media & Digital Advertising	2	12
11	MHE-FTR-050-1259927628	McDonald’s Corporation	MCD	Restaurant—Fast Food	6	4
12	MHE-FTR-055-1259927628	Alphabet’s Google	GOOGL	Search, Digital Advertising, & Diversified Conglomerate	11	8
13	MHE-FTR-056-1259927628	Delta Air Lines, Inc.	DAL	Airline	6	3
14	MHE-FTR-013-1259927628	UPS in India	UPS	Logistics	10	3
15	MHE-FTR-057-1259927628	The Movie Exhibition Industry +	N/A	Entertainment—Distribution	3	1
16	MHE-FTR-048-1259927628	Space X* +	private	Aerospace Manufacturer & Space Transport Services	1	3
17	MHE-FTR-041-1259927628	Kickstarter: Using Crowdfunding to Launch a New Board Game +	private	Crowdfunding Platform	3	5
18	MHE-FTR-030-1259927628	Better World Books and the Triple Bottom Line	private	Ecommerce—Books	5	6
19	MHE-FTR-036-1259927628	General Electric after GE Capital	GE	Diversified Conglomerate	8	9
20	MHE-FTR-034-1259927628	IBM at the Crossroads	IBM	Diversified IT & Data-Driven Services	8	11
21	MHE-FTR-029-1259927628	Merck & Co., Inc.	MRK	Pharmaceutical & Biotech	9	11
22	MHE-FTR-025-1259927628	Grok: Action Intelligence for Fast Data	private	Big Data	7	4
23	MHE-FTR-020-1259927628	Make or Break at RIM: Launching BlackBerry 10	BBRY	Consumer Electronics & Services	3	7

\* New Case, + Third Party Case

You can access the full-length cases that accompany *Strategic Management* by Frank T. Rothaermel through McGraw-Hill’s custom-publishing program, Create, using a simple four-step process.

**STEP 1 /** Go to <http://www.McGrawHillCreate.com/Rothaermel> and click on “Explore this Collection.”

Search by keyword or browse by discipline to find and add the cases related to strategic management. You can use the case grid on the inside of this insert to learn more about the cases offered with this product. You can also browse Create’s collections and add cases from sources like Harvard Business Publishing, Darden Business Publishing, and Ivey Publishing.

**STEP 2 /** Arrange cases and integrate your own content.

Once you’ve selected the cases you want to use in your course, just drag and drop your selections into the order you prefer. You can also add section dividers to organize the cases and even seamlessly integrate your own content, such as a syllabus, class notes, or exercises.

**STEP 3 /** Personalize your design and choose your format.

Put the finishing touches on your course content by choosing a cover, adding your course information, and then deciding on the best format for your students—color print, back-and-white print, or eBook.

**STEP 4 /** Order a review copy and approve your project.

Request an eBook review copy and receive a free PDF sample, with its own ISBN, in minutes! Print review copies are also available and arrive in just days. After viewing your review copy, sign back in to Create and go to My Projects to approve and order your Create project.

At any time you can modify your project and can create as many projects as needed. You can also share your projects with colleagues.

For more information, contact your McGraw-Hill Learning Technology Consultant or email [CreateRothaermel@mheducation.com](mailto:CreateRothaermel@mheducation.com)