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Twelve MiniCases are included.

PART FIVE / FULL-LENGTH CASES

Twelve full-length cases with auto-graded exercises are included in *Connect*.

All of Frank T. Rothaermel's full-length cases are available through McGraw Hill Create: www.mcgrawhillcreate.com/rothaermel

MINICASES & FULL-LENGTH CASES

MINICASES /

The twelve MiniCases correspond to their respective chapter number. These MiniCases are also available in Connect, with accompanying auto-graded exercises.

- 1 Whitney Wolfe Herd's Dating Strategy: From Tinder to Bumble
- 2 Microsoft: Satya Nadella hits Refresh
- 3 Robinhood: Democratizing Investing or Robbing Investors?
- 4 Dr. Dre's Core Competency: Coolness Factor
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- 9 LVMH Acquires Tiffany: The American Jeweler Learns How to Speak French
- 10 Hollywood Goes Global
- 11 Chick-fil-A's Structure, Culture, and Control
- 12 Purdue Pharma and the Opioid Addiction Crisis

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| 2 Airbnb * | 8 Uber >> |
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| 4 Starbucks * | 10 Netflix * |
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PRIOR EDITION CASES /

Fifteen additional cases are included in *Connect*, in a standalone ebook. This combination of classic and contemporary cases provides even more options for instructors and students.

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