BUS 870

February 4, 2008

Agenda
• project discussion
• questions
• Article discussion "Are you a strategist or just a manager"
• IBM-Linux case analysis
REAL ESTATE

BUY/ RENT/ LEASE

DESIGN CRITERIA

LOCATION

SELECTION
SELF / EXISTING

FITNESS -

SPA -

BISTRO -

MISSION

VISION
Frye - Partner in Linux
Neutral
Create Support Staff
1. REJECT

2. NEUTRAL ✓

3. SUPPORT

4. ALLIANCE
MISSION / VISION

WHAT
HOW
WHY
FOR WHOM
UPSCALE
HOUSEHOLDS INCOME ≥ $100K

BUSINESSES
MEV
STRAIGHT & FIT. OB.

SPA
FIONA

FITNESS
KARM

BISTRO
LEAH
ANNA/ISA

GOLF
JAY

SALON
RITA

FLORIST

CHILD
CARE

BOB

GRIS
RYAN
MARKETING
PRODUCT
PRICE
PROMOTION
PLACE
HR
IDENTIFY
SELECTION CRITERIA
JOB DESC.

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