**Introduction**  
Case Studies represent an opportunity.  They allow you to synthesize the skills and new understandings you are building through application to real world examples.

Specifically, you have the opportunity to:

1. Apply the theoretical constructs we have been examining in our course.    
2. Demonstrate mastery of technical vocabulary.    
3. Employ relevant content from other courses.   
4. Be analytical.  Ask yourself, “Why is this a case?  What was done so well that it is an important example for MBA students and practitioners in the field? Or, conversely, how did this company go so wrong that they became a cautionary tale?”

**Activity Instructions:**

***“Walmart and Amazon Duke It Out for E-Commerce Supremacy” Read and analyze your selected case.***

If you are unfamiliar with the process or format of a case study analysis you may choose to refer to the Cengage Learning website resource for a concise set of guidelines (in resources above). \****\*\* This is the link I provided***

However, for our specific class, it is important that you **do not** allow your thinking to be limited by the author's questions and placement of the case in the text.   
Think outside the box when writing about this case. Identify **all** course concepts that apply.  As an additional guideline, a solid case analysis generally **cannot be written in less than four** **double-spaced pages**, but please limit yourself to six.

**Writing Requirements (APA format)**

* 4-6 pages
* Times New Roman, 12-point font
* 1-inch margins
* Double-spaced pages