

APPENDIX A – Thought Experiment

Your textbook is an excellent source of conventional knowledge regarding strategy. However, the current external environment of business is unpredictable and marked by constant volatility which requires a breadth of perspectives to master profitably. The following writing assignment requires that you consider some ideas that are relevant albeit unconventional or even contrarian to the dominant paradigm. To be successful in global business, you must possess a diversified wisdom portfolio that can evolve with emerging data trends that are often not explained by conventional narratives.

For each part of the assignment, please know that I have seen and read all of the assigned content many times. Your writing should focus on **original critical thinking** rather than narration or summarizing or plagiarizing. Put another way, I already know what the assigned authors think... I want to know what **you** think! ~~You will prepare each part described below and combine all five (5) parts into one (1) Microsoft Word Document that must be submitted to the link in Canvas by 11:59pm on 4/17/2018.~~

A sample document that is formatted correctly (Times New Roman 12-pt font, 1" margins on all sides, each Part starting on a new page, with page numbers in the bottom right footer, and first and last name in the upper left header) ~~has been provided in Canvas as an example.~~

PART 1: Orlov

Dmitry Orlov is the author of the award-winning book *Reinventing Collapse: The Soviet Example and American Prospects* and numerous essays published on his blog, ClubOrlov.com. Born in Russia, he moved to the US while a teenager, and has traveled back repeatedly to observe the Soviet collapse during the late eighties and mid-nineties. He is an engineer who has worked in many fields, including high-energy Physics research, e-commerce and Internet security. Recently, he has been experimenting with off-grid living and renewable energy by giving up the house and the car. Instead, he has been living on a sailboat, sailing it up and down the Eastern Seaboard, and commuting by bicycle. Dmitry believes that, given appropriate technology, we can greatly reduce personal resource consumption while remaining perfectly civilized. Given that his views and his lifestyle are not very common in the United States, Dmitry Orlov may just seem like a weird Russian dude living in a boat. Or is he? A transcript of his provocative presentation is posted in the Documents module in Canvas for your careful review.

Which specific parts of his presentation are wrong or right? Identify and explain your overall opinion of Orlov. Also, clearly connect your ideas about the presentation to at least two main ideas from any portion of the textbook. Write at least 1000 original words.

Book : Strategic Management 2e
by Frank Rothaermel
McGraw-Hill 2015

I know that many of you are excited to have the opportunity to write! (Just kidding, that was a joke.) In any event, it must be done because of University regulations. Hopefully, you will agree with me (and most of my former students) that the way I have set it up is very conducive to your education, schedule, and freedom. As you know from reading the Syllabus, you will turn in one document to the link provided in the Writing module in Canvas. ~~This one document will contain each of the five parts described in Appendix A of the Syllabus. Basically, I am asking you to write five 2 page essays, combine them into one document and submit that document before the deadline of 4/17/2018. Pretty simple.~~

I have posted a **Sample Thought Experiment** document in the Documents module in Canvas that shows the exact formatting that I require. The specific requirements are as follows:

1. The font should be Times New Roman, and the size of the font should be 12-pt.
2. The margins should be 1" on all four sides of each page.
3. Each of the five Parts should start on a new page.
 - a. Each Part should be marked with a bold section heading denoting the specific Part.
4. Each page should have a simple page number in the bottom right footer.
5. Each page should have your Firstname and your Lastname in the top left header.
6. The document should be double-spaced.
7. The font should be Times New Roman.

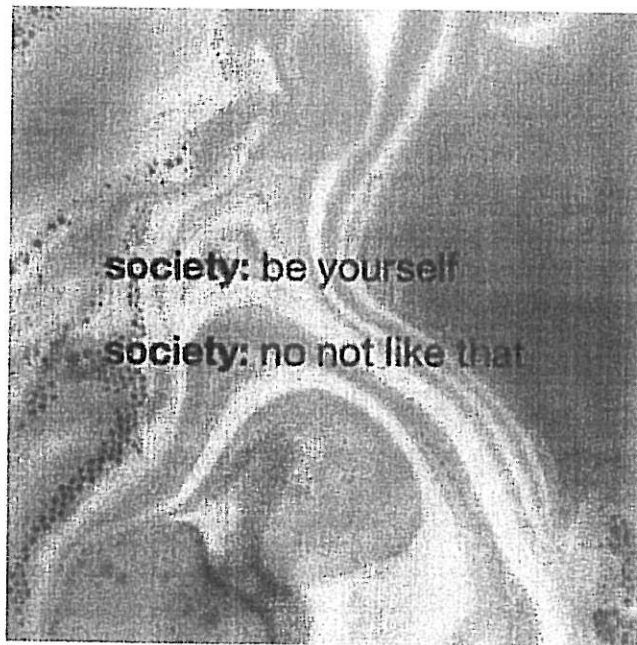
Here are some tips to maximize your grade on the Thought Experiment.

1. You are an analyst, not a journalist, so lengthy quotes from other people are typically useless. Very short quotes to make a point can be permissible, but for best results (and a better grade), just share your own **original** words with me and skip the quotes altogether.

2. This is a thought experiment, not a research paper, so there is little need for lots of references to things other than the featured content of the specific Part and your textbook. To make it easier for you and for me, please just cite the textbook in the simplest way possible. You could say

"In the textbook on page 325, the concept of [words words words]..."

- a. To make it even easier for ME to get YOU the most credit for your textbook connections or other major assignment requirements, perhaps you could italicize those portions...



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