

Rothaermel 4/e Case matrix

#	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