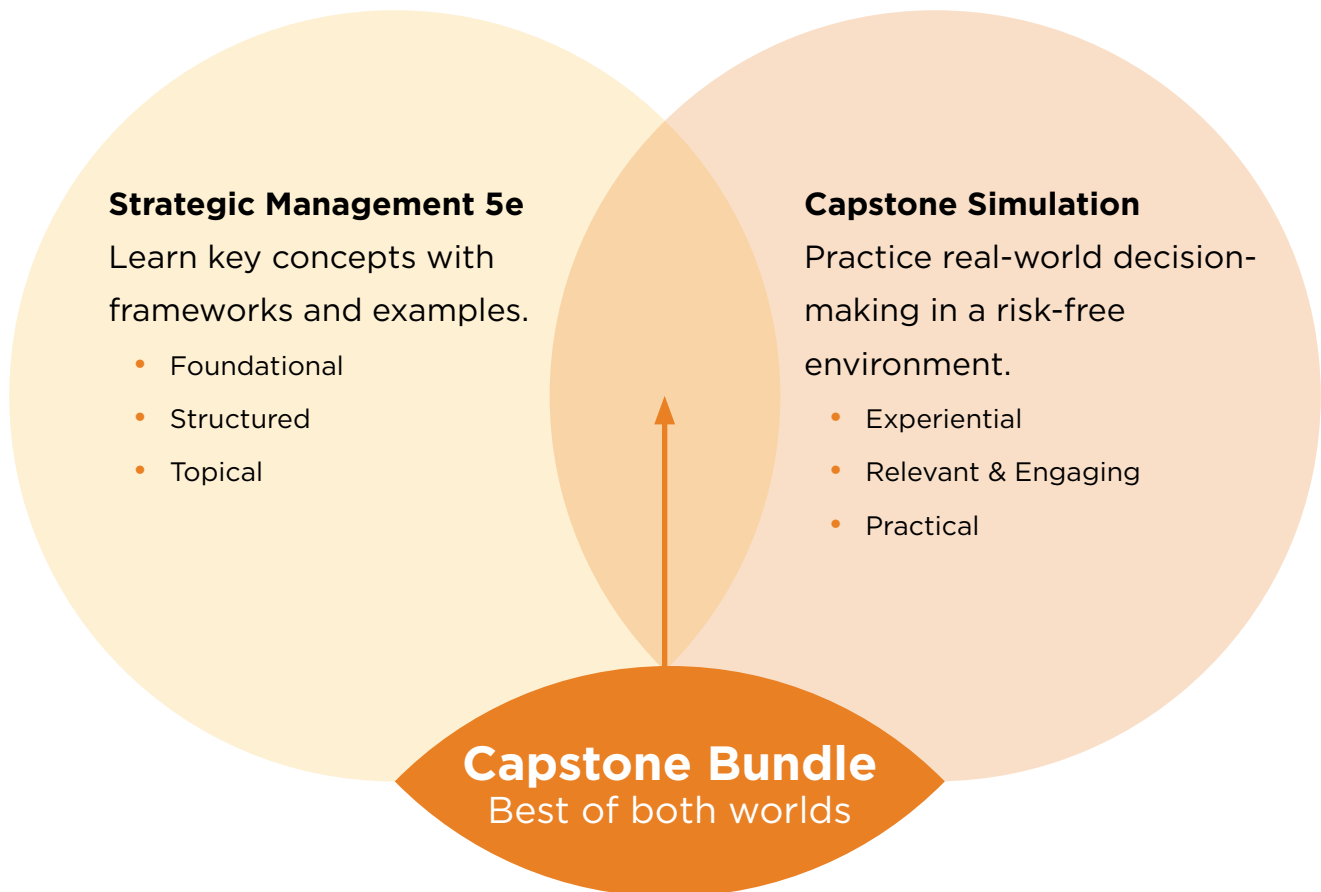


A Better Way to Teach Strategic Management.

Bridge the knowing-doing gap by bundling Rothaermel's *Strategic Management 5e* eText with Capsim's Capstone Strategy Simulation.



See why Frank Rothaermel uses Capstone in his own Strategic Management course at Georgia Tech.



Bring Strategic Management to Life

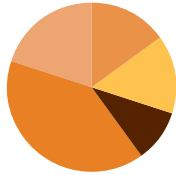
Capstone is a business strategy simulation that challenges students to apply key strategic management concepts to real-world decision-making. The hands-on environment improves knowledge retention and bridges the gap between knowing and doing, giving students a more meaningful and memorable learning experience.

Simulation Report

Segment Drift and Growth

Segment	Pfmm	Size	Growth Rates
Traditional		+0.7	-0.7 9.2%
Low End	+0.5	-0.5	11.7%
High End	+0.9	-0.9	16.2%
Performance	+1.0	-0.7	19.8%
Size	+0.7	-1.0	18.3%

Market Share



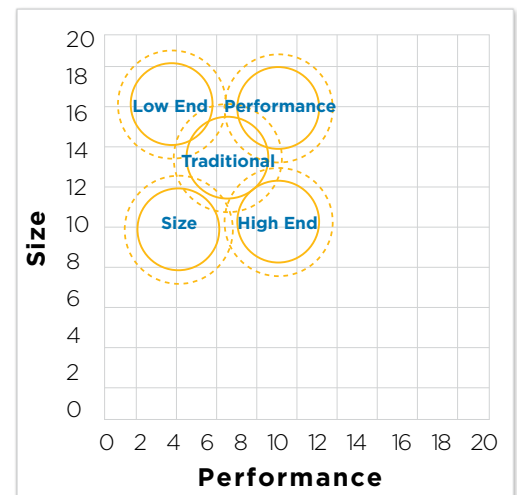
1. Analyze

Students start by analyzing the industry, the market and their competition by reading key reports.

2. Formulate

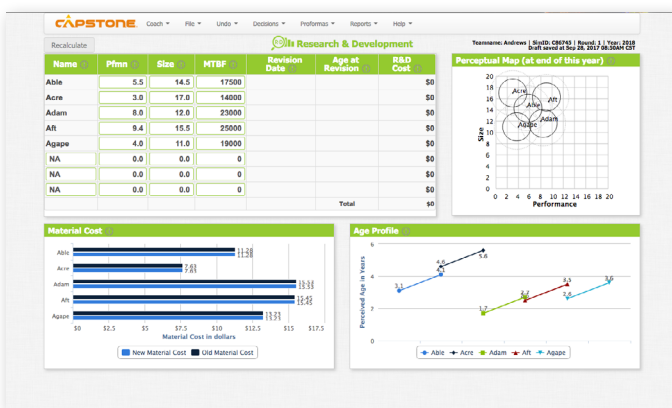
Students use the information gathered to formulate a business strategy that aligns with their vision:

- Cost Leadership
- Differentiator
- Value Innovation



3. Execute

Students make cross-functional business decisions that support their strategy. Departments include R&D, Marketing, Production and Finance.



Bundle and Save Big

Bundle Rothaermel's *Strategic Management 5e* eText with Capstone.

Visit go.capsim.com/bundle-5e to learn more!