

# Rothaermel/Strategic Management 5e Case Matrix

#	Unique ID	Case	Ticker	Industry Sector	Chapter	
					Primary	Secondary
1	MHE-FTR-058-126026128X	Airbnb, Inc.	private	Global Hospitality Services Platform	1	2
2	MHE-FTR-061-126026128X	Kickstarter: Using Crowdfunding to Launch a New Board Game	private	Crowdfunding Platform	1	5
3	MHE-FTR-062-126026128X	Facebook, Inc.	FB	Social Media & Digital Advertising	2	12
4	MHE-FTR-063-126026128X	SpaceX	private	Aerospace Manufacturer & Space Transport Services	2	3
5	MHE-FTR-056-126026128X	Delta Air Lines, Inc.	DAL	Airline	3	6
6	MHE-FTR-064-126026128X	The Movie Exhibition Industry	n/a	Entertainment-Distribution	3	1
7	MHE-FTR-042-126026128X	Starbucks Corporation	SBUX	Roaster & Retailer of Specialty Coffee; Restaurants	4	10
8	MHE-FTR-059-126026128X	The Vanguard Group	private*	Investment Fund Management	4	6
9	MHE-FTR-030-126026128X	Better World Books and the Triple Bottom Line	private	Ecommerce-Books	5	11
10	MHE-FTR-065-126026128X	McDonald's Corporation	MCD	Restaurant-Fast Food	5	11
11	MHE-FTR-066-126026128X	Best Buy Co., Inc.	BBY	Retail-Consumer Electronics	6	4
12	MHE-FTR-045-126026128X	Walmart, Inc.	WMT	Retail	6	9
13	MHE-FTR-067-126026128X	Tesla, Inc.	TSLA	Sustainable Transport & Energy	7	1
14	MHE-FTR-043-126026128X	Netflix, Inc.	NFLX	Entertainment & Content Delivery	7	8
15	MHE-FTR-068-126026128X	Amazon.com, Inc.	AMZN	Ecommerce; Diversified Conglomerate	8	7
16	MHE-FTR-069-126026128X	Apple, Inc.	AAPL	Consumer Electronics & Online Services; Entertainment	8	7
17	MHE-FTR-070-126026128X	The Walt Disney Company	DIS	Media & Entertainment	9	8
18	MHE-FTR-013-126026128X	UPS in India	UPS	Logistics	10	3
19	MHE-FTR-055-126026128X	Alphabet's Google	GOOGL	Search & Digital Advertising; Diversified Conglomerate	11	12
20	MHE-FTR-029-126026128X	Merck & Co., Inc.	MRK	Pharmaceutical & Biotech	11	9
21	MHE-FTR-060-126026128X	Nike, Inc.	NKE	Athletic Footwear & Apparel; Equipment	12	4
22	MHE-FTR-046-126026128X	Uber Technologies	UBER	Mobile Logistics & Transportation	12	2

\* The Vanguard Group is owned by its funds.