

Rothaermel/*Strategic Management 6e* Case Matrix

#	Unique ID	Case	Ticker	Industry Sector	Ch. primary	Ch. secondary
1	MHE-FTR-071-1264124317	Peloton Interactive, Inc.	PTON	Exercise Equipment & Media Company	1	7
2	MHE-FTR-072-1264124317	Airbnb, Inc.	ABNB	Global Hospitality Services Platform	2	3
3	MHE-FTR-073-1264124317	Rivian	RIVN	Sustainable Transport	3	6
4	MHE-FTR-074-1264124317	Starbucks Corporation	SBUX	Roaster & Retailer of Specialty Coffee; Restaurants	4	10
5	MHE-FTR-075-1264124317	Uber Technologies	UBER	Mobile Logistics & Transportation	5	2
6	MHE-FTR-076-1264124317	Best Buy Co., Inc.	BBY	Retail-Consumer Electronics	6	4
7	MHE-FTR-077-1264124317	Tesla, Inc.	TSLA	Sustainable Transport & Energy	7	1
8	MHE-FTR-078-1264124317	Apple, Inc.	AAPL	Consumer Electronics & Online Services; Entertainment	8	7
9	MHE-FTR-079-1264124317	The Walt Disney Company	DIS	Media & Entertainment	9	11
10	MHE-FTR-080-1264124317	Netflix, Inc.	NFLX	Entertainment & Content Delivery	10	8
11	MHE-FTR-081-1264124317	McDonald's Corporation	MCD	Restaurant-Fast Food	11	5
12	MHE-FTR-060-1264124317	Nike	NKE	Athletic Footwear & Apparel; Equipment	12	4