

## **FOREST REDWAN DAVID**

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**JOB OBJECTIVE – Seeking a full-time tenure track faculty position in strategic management, entrepreneurship, or international business starting Fall 2020.**

### **EDUCATION**

**University of Debrecen, Ph.D. Student (ABD)      Expected Completion August 2020**

Károly Ihrig Doctoral School of Management and Business Administration  
University of Debrecen located in Debrecen, Hungary

Major: Strategic Management

Minor: Quantitative Methods

Dissertation Title: Analysis of Vision and Mission Statements and their Association with Organizational Performance and Improving Strategic Planning Matrices Through Incorporation of AQCD Factors

Dissertation Chairperson: Dr. Andras Nabradi, Department Head

**Mississippi State University, Ph.D. Student (no degree)**

**Attended 2001-2003**

College of Business, Department of Management  
Starkville, Mississippi

Major: Strategic Management

Minor: Quantitative Methods

Completed Two Years of Coursework towards a Ph.D. in Business Administration Degree

**Francis Marion University, MBA Degree**

**Received in May 2001**

School of Business, Department of Management  
Florence, South Carolina

Major: Management

**Auburn University, BBA Degree**

**Received in May 1999**

Raymond J. Harbert College of Business, Department of Management  
Auburn, Alabama

Major: Management

### **ACADEMIC WORK EXPERIENCE**

**University of Debrecen**

Debrecen, Hungary

Classes Taught: Team-teaching Strategic Management, Solo-teaching Introduction to Business

**Fall 2019**

**Partium Christian University**

Oradea, Romania

Classes Taught: Strategic Management

**Fall 2019**

**Forest David Books, LLC**

Ocean Isle Beach, North Carolina

Textbook Author: Coauthor of Pearson's leading strategic management textbook, and sole author of the ancillary manuals and software that accompany this textbook

**2010 to Present**

**Francis Marion University**

Florence, South Carolina

Job Title: *Assistant to the Dean for AACSB Accreditation Research and Instructor of Management*. Worked with Associate Dean (Dr. David Franck) on AACSB 5<sup>th</sup> year review. Developed Excel spreadsheets as needed to facilitate gathering and reporting critical information. Classes Taught: Strategic Management, Principles of Management, Organizational Behavior, Introduction to Business, and Management Internship.

**2008 to 2010**

**Francis Marion University**

Florence, South Carolina

Classes Taught: Principles of Management and Intro to Business.

**2004 to 2008** (but not continuously)

**Campbell University**

Buies Creek, North Carolina

Classes Taught: Principles of Management and Human Resource Management

**2003**

**Mississippi State University**

Starkville, Mississippi

Classes Taught: Strategic Management

**2002 to 2003**

**PUBLICATIONS**

**STRATEGIC MANAGEMENT TEXTBOOKS**

David, Fred R., **Forest R. David**, & Meredith David. 2020. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 17th Edition. Pearson Inc.: Hoboken, N.J.: 636 pages.

David, Fred R., **Forest R. David**, & Meredith David. 2020. *Strategic Management Concepts – A Competitive Advantage Approach*, 17th Edition. Pearson Inc.: Hoboken, N.J.: 377 pages.

Note: This is a mainstream strategic management textbook consisting of 11 chapters, 64 assurance of learning exercises, and 30 cases, totaling 636 pages. This text is globally available in many languages, including Chinese, Japanese, Farsi, Thai, Spanish, Indonesian, Malaysian, Vietnamese, and Arabic. This textbook is used in USA, Japan, China, India, Malaysia, Mexico, Peru, Indonesia, Pakistan, Ireland, Singapore, and the Middle East. See [www.strategyclub.com](http://www.strategyclub.com)

David, Fred R. and **Forest R. David**. 2017. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 16th Edition. Pearson Education: Hoboken, N.J., 651 pages.

David, Fred R. and **Forest R. David**. 2017. *Strategic Management Concepts – A Competitive Advantage Approach*, 16th Edition. Pearson Education: Hoboken, N.J., 367 pages.

David, Fred R. and **Forest R. David**. 2015. *Strategic Management Concepts – A Competitive Advantage Approach*, 15th Edition. Prentice Hall Publishing Company: Upper Saddle River, N.J.

David, Fred R. and **Forest R. David**. 2015. *Strategic Management Concepts and Cases – A Competitive Advantage Approach*, 15th Edition. Prentice Hall Publishing Company: Upper Saddle River, N.J.

## JOURNAL ARTICLES PUBLISHED

**David, Forest R., Meredith David, Fred David**, 2020. “Business curricula: Coverage of employability skills in a strategic management course,” *SAM Advanced Management Journal*, 2020, (forthcoming).

David, Fred R., Steven Creek, & **Forest R. David**. 2020. “What is the key to effective strategic planning? Include AQCD Factors.” *SAM Advanced Management Journal*, 84 (1): 25-36.

David, Fred R., Meredith David, & **Forest R. David**. 2017. “The integration of marketing concepts in strategic management courses: An empirical analysis.” *SAM Advanced Management Journal*, 82(1), Winter 2017: 26-36.

David, Fred R., Meredith David, & **Forest R. David**. 2016. “How important is finance coverage in strategic management? A content analysis of textbooks.” *International Journal of Management and Human Resources (IJMHR)*, 4(1), Winter 2016: 64-78.

David, Fred R., **Forest R. David**, & Meredith David. 2016. “Benefits, characteristics, components, and examples of customer-oriented mission statements.” *International Journal of Business, Marketing, and Decision Sciences (IJBMDs)*, 9(1): 19-32.

David, Meredith E., Fred David, & **Forest R. David**. 2016. “The quantitative strategic planning matrix: A new marketing tool.” *Journal of Strategic Marketing*, 3 (April 2016), 1-11.

David, Meredith E, **Forest R. David**, & Fred David. 2014. "Mission statement theory and practice: A content analysis and new direction." *International Journal of Business, Marketing, and Decision Sciences* (IJBMDs), 7(1): 95-109.

David, Fred R. and **Forest R. David**. 2011. "Comparing management curricula with management practice." *SAM Advanced Management, Journal* 76(3): 48-55.

David, Fred R., Meredith David, & **Forest R. David**. 2011. "What are business schools doing for businesses today?" *Business Horizons*, 54(1): 51-62.

David, Meredith E., **Forest R. David**, & Fred David. 2009. "The Quantitative Strategic Planning Matrix (QSPM) applied to a retail computer store." *Coastal Business Journal*.

Musa, Mario and **Forest R. David**. 2007. Krispy-Kreme Doughnuts, *University of Mostar Journal* (Bosnia), 26(5): 75-89.

Peyrefitte, Joe and **Forest R. David**. 2006. "A content analysis of the mission statements of United States firms in four industries." *International Journal of Management*, 23(2): 296-301.

**David, Forest R.** and Fred David. 2003. "It's time to redraft your mission statement." *Journal of Business Strategy*. 24(1): 22-32.

**David, Forest R.**, Don Kelley, & Fred David. 2002. "Small business owner succession: An empirical study." *Management and Practice Journal*, 1: 1-6.

## **RESEARCH PAPERS PRESENTED AT PROFESSIONAL CONFERENCES**

**David, Forest R.** and Tunde Kovacs, "Introducing QSPM Analysis to Agribusiness Firms," 55<sup>th</sup> Croatian and 15th International Symposium on Agriculture, Vodice, Croatia, February 2020.

**David, Forest R.** and Tunde Kovacs. "An Improved Approach for Strategic Planning for Small European Agribusinesses: Perform EFE, IFE, and SWOT Analyses Using AQCD Factors." 70<sup>th</sup> Institute of Agricultural Economics (IAE) International Scientific Meeting, Belgrade, Serbia. December 2019.

**David, Forest R.** "A Content Analysis of Mission Statements Among Croatian and Hungarian Agribusiness Firms." Zagreb & Croatian Academy of Sciences and Arts International Conference on Economics of Decoupling (ICED), Zagreb, Croatia, December 2-3, 2019.

**David, Forest R.** "A Content Analysis of Vision and Mission Statements," Partium Christian University, Oradea, Romania, September 2-4, 2019.

David, Fred R., **Forest R. David**, & Meredith David, “The Nature of Changes/Improvements in Strategic Planning in the Last Two Years,” spoke to over one hundred students, faculty, and business leaders in Budapest and Debrecen (cities in Hungary).

David, Fred R., Meredith David, & **Forest R. David**. “How Important is Finance in Strategic Management?” 2016 International Academy of Business and Public Administration Disciplines (IABPAD) Conference in New Orleans, Louisiana, October 22, 2016.

David, Meredith E., Fred David, & **Forest R. David**. “Should Strategic Management Be Interdisciplinary? A Content Analysis and Empirical Analysis,” 2016 National Academy of Management Meeting in Anaheim, California, August 7, 2016.

David, Fred R., **Forest R. David**, & Meredith David. “Benefits, Characteristics, and Components of Customer-Oriented Mission Statements,” 2016 International Academy of Business and Public Administration Disciplines (IABPAD) Conference in Dallas, Texas, April 2016.

David, Meredith E., **Forest R. David**, & Fred David. “The QSPM: A new marketing tool.” 2015 International Academy of Business and Public Administration Disciplines (IABPAD), Dallas, Texas, April 2015.

David, Fred. R. and **Forest R. David**. ‘Corporate mission statements: A content analysis.’ 2014 International Academy of Business and Public Administration Disciplines (IABPAD), Dallas, Texas, April 2014.

David, Fred R. and **Forest R. David**. “The Past, Present, and Future of SAM: A SWOT Analysis.” 2012 Society for the Advancement of Management (SAM), Las Vegas, Nevada, March 2012..

**David, Forest R.** and Fred David. “To align management curricula with managers’ needs.” 2010 Society for the Advancement of Management (SAM) in Arlington, Virginia, March 2010.

**David, Forest R.** and Fred David. “Re-accreditation: Doing strategic planning in a school of business.” 2009 Society for the Advancement of Management (SAM) in Las Vegas, Nevada, March 2009.

**David, Forest R.** and Mario Musa. 2007. Krispy-Kreme Doughnuts. A paper presented at the Southeast Case Research Association (SECRA).

**David, Forest R.**, Fred David, & Meredith David. “Applying the Quantitative Strategic Planning Matrix in a retail computer store setting.” 2008 Society for the Advancement of Management (SAM). Washington DC, March 2008.

**David, Forest R.**, Fred David, & Robert Pugh. “Is general business still a viable major in schools of business? 2007 Southeast Decision Sciences. Myrtle Beach, South Carolina.

David, Fred R. and **Forest R. David**. Case writing and teachers' note guidelines." 2007 Southeast Case Writers Association (SECRA). Myrtle Beach, South Carolina.

**David, Forest R.**, Fred David, & Sharyn Tomlin. "Writing and analyzing strategic management cases. A paper presented at the 2007 SEINFORMS meeting. Myrtle Beach, South Carolina.

David, Fred R. and **Forest R. David**. "An empirical study of college and university mission statements." 2006 American Society of Business and Behavioral Sciences (ASBBS). Las Vegas, Nevada.

**David, Forest R.** and Fred David. "Family Business Succession: An RBV Approach to Sustained Competitive Advantage." 2004 Allied Business Research Conference. San Juan, Puerto Rico.

**David, Forest R.** "Integrative analysis of the resource based view (RBV): An industry perspective." 2003 Southern Management Association (SMA) Conference. Clearwater, Florida, March 2003..

**David, Forest R.** and Joe Peyrefitte. "Variation in mission statement content across three industries: An empirical examination." 2003 National Academy of Management. Seattle, Washington, August 2003.

**David, Forest R.** "Institutionalization of the natural environment: An empirical study." 2002 Southern Management Association (SMA). Atlanta, Georgia, March 2002.

**David, Forest R.** and Fred David. "Evaluating mission statements: An exploratory study." 2002 Southeast Institute for Operations Research and the Management Sciences (SE InfORMS), Myrtle Beach, South Carolina.

**David, Forest R.** and R. Valentine. "Study attributes of business administration students: An empirical examination." 2002 MidSouth Association of Business Disciplines. Jackson, Mississippi.

Valentine, R., **Forest R. David**, & C. Beauchamp. "Cheaters never win: Or do they graduate with honors?" 2002 Society for Business, Industry & Economics.

**David, Forest R.**, M. Galloway, & Fred David. "How firms are using the Internet: An empirical study." 2002 International Business & Economic Research (IBER).

**David, Forest R.** and Carolyn Stokes. "Accounting applications in small businesses." 2001 Annual Conference of the Institute of Management Accountants (IMA). New Orleans, Louisiana.

**David, Forest R.**, Don Kelley, & Fred David. "Small business owner succession: An empirical study." 2001 Society for the Advancement of Management (SAM) Conference. Las Vegas, Nevada, March 2001.

## **INTERNATIONAL HONORS AND ACTIVITIES**

September 2019 – Invited by the President (Rector) of Partium Christian University (PCU) in Oradea, Romania to be a keynote speaker (with Fred David) at the Partium International Management Conference organized by PCU and the University of Debrecen in Debrecen, Hungary. The PCU President is Dr. Jozsef Palfi. The Conference was held in Oradea on September 2 and 3, 2019.

March 2019 – Invited by President Andrea Trattner to speak to the prestigious Prestige Club at the Maison Bistro in the Budavar Castle on Tuesday, March 12 at 8:30 to 10:30am in Budapest, Hungary. The Club is composed of top corporate executives in Budapest, Hungary.

March 2019 - Invited by Dean Laszlo Kozar to speak to students and faculty at the Budapest Business School in Budapest, Hungary. Also invited by Chairperson Andras Nabradi to speak to students, faculty, and business executives in Debrecen, Hungary regarding the latest developments in the practice and teaching of strategic management globally.

March 2019 – Received the lifetime Visiting Professorship award at the University of Debrecen (UD) on March 14, 2019 in Debrecen, Hungary. UD is one of the largest and prestigious PhD granting institutions of higher learning in Europe. UD is one of hundreds of universities outside the United States that have used the David *Strategic Management* textbook for decades.

September 2015 - Invited to be keynote speaker (with Fred David) at the 2015 Congreso Industrial, the largest Congress of Industrial Engineering in Latin America, organized by the student Society of Industrial and Systems Engineering from Instituto Tecnológico de Monterrey, Campus Monterrey, Mexico, spoke to 700 students and their professors.

Spring 2012 - Invited by Pearson, Inc. to be keynote speaker (with Fred David) at the 2012 Pearson International Forum held in Monterrey, Mexico. Our topic was “How to Best Teach Strategic Management and Utilize Strategic Management Cases.” Delivered a one-hour presentation to 80 Spanish-speaking, management professors.

Spring 2010 - SAM International Case Competition, Las Vegas, Nevada. Trained and sponsored (with Fred David) a team of six undergraduate FMU business students. My team of students placed 3<sup>rd</sup> among 41 participating universities.

Spring 2009 - SAM International Case Competition, Washington, DC. Trained and sponsored (with Fred David) a team of six undergraduate FMU business students. My team of students placed 2<sup>nd</sup> among 38 participating universities.

## **INSTRUCTOR’S MANUALS PUBLISHED**

- David, Forest R.** 2020. *Chapter Instructor's Manual for Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. David, Forest R. David, & Meredith E. David, Pearson Education, Hoboken, NJ.
- David, Forest R.** 2020. *Case Instructor's Manual for Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. David, Forest R. David, & Meredith E. David, Pearson Education, Hoboken, NJ.
- David, Forest R.** 2017. *Chapter Instructor's Manual for Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. David and Forest R. David, Pearson Education, Hoboken, NJ.
- David, Forest R.** 2017. *Case Instructor's Manual for Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. and Forest R. David, Pearson Education, Hoboken, NJ.
- David, Forest R.** 2015. *Chapter Instructor's Manual for Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. and Forest R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2015. *Case Instructor's Manual for Strategic Management Concepts and Cases – A Competitive Advantage Approach* textbook by Fred R. and Forest R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2013. *Case Instructor's Manual for Strategic Management*, 14<sup>th</sup> ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2011, *Case Instructor's Manual for Strategic Management*, 13<sup>th</sup> ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2009, *Case Instructor's Manual for Strategic Management*, 12<sup>th</sup> ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2007, *Case Instructor's Manual for Strategic Management*, 11<sup>th</sup> ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2005, *Case Instructor's Manual for Strategic Management*, 10<sup>th</sup> ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2003, *Case Instructor's Manual for Strategic Management*, 9<sup>th</sup> ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.
- David, Forest R.** 2001, *Case Instructor's Manual for Strategic Management*, 8<sup>th</sup> ed. textbook by Fred R. David, Prentice Hall, Upper Saddle River, NJ.

## STRATEGIC MANAGEMENT CASES PUBLISHED

CASE ANALYSIS IS THE BACKBONE OF MOST STRATEGIC MANAGEMENT COURSES GLOBALLY. I AM SOLE AUTHOR OF 16 CASES PUBLISHED IN THE 17<sup>TH</sup> EDITION OF THE 2020 STRATEGIC MANAGEMENT TEXTBOOK CITED ABOVE. THE RESPECTIVE CASE COMPANIES ARE LISTED BELOW. I CONDUCTED EXTENSIVE RESEARCH ABOUT THE COMPANIES LISTED BEFORE WRITING THE RESPECTIVE CASES. ALL OF THESE CASES INCLUDE THE COMPANIES' VISION AND MISSION STATEMENTS, ORGANIZATIONAL STRUCTURE, THEIR BY-SEGMENT FINANCIAL INFORMATION, FINANCIAL STATEMENTS, AND MORE. ALSO, I AM SOLE AUTHOR OF THE RESPECTIVE TEACHERS' NOTES THAT ACCOMPANY ALL THESE CASES WITH EACH NOTE PROVIDING A FULL BLOWN STRATEGIC PLAN FOR THE RESPECTIVE COMPANIES DERIVED AND DEVELOPED FROM USING THE STRATEGIC PLANNING TEMPLATE AVAILABLE AT WWW.STRATEGYCLUB.COM

1. MACY'S, INC., p. 357-365
2. THE GAP, INC., p. 366-374
3. LOWE'S COMPANIES, INC, p. 375-382.
4. OFFICE DEPOT, INC., p. 383-390.
5. BANK OF AMERICA CORPORATON, p. 400-408.
6. JPMORGAN & CHASE COMPANY, p. 409-416.
7. CHIPOTLE MEXICAN GRILL, INC., p. 417-424.
8. CRACKER BARREL OLD COUNTRY STORE, INC., p. 425-432.
9. DOMINO'S PIZZA, INC., p. 432-442.
10. ULTA BEAUTY, INC., p. 457-464.
11. WALT DISNEY COMPANY, p. 465-476 (coauthored with Fred David)
12. CAESARS ENTERTAINMENT CORP., p. 475-483 (coauthored with Fred David)
13. SPIRIT AIRLINES, INC., p. 484-491
14. SOUTHWEST AIRLINES COMPANY, p. 492-500.
15. AMAZON.COM, p. 508-518,
16. NIKE, INC., p. 519-527
17. UNDERARMOUR, INC. p. 528-537.
18. GENERAL ELECTRIC, INC., p. 562-572.

MY CASES PUBLISHED IN PRIOR EDITIONS OF THE DAVID TEXTBOOK ARE LISTED BELOW.

**David, Forest R.** and Meredith E. David, Nestle S.A. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> Global Edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 54-65.

**David, Forest R.** Marriott International, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 385-395.

**David, Forest R.** Wynn Resorts Limited, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 396-403.

**David, Forest R.** Cinemark Holdings, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 404-411.

**David, Forest R.** Citigroup Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 455-463.

**David, Forest R.** FedEx Corporation. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 472-480.

**David, Forest R.** Tyson Foods, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 481-490.

**David, Forest R.** Constellation Brands, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 491-499.

**David, Forest R.** Krispy Kreme Doughnuts, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 378-384.

**David, Forest R.** GoPro, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 500-507.

**David, Forest R.** Artic Cat, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition),

copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 508-515.

**David, Forest R.** Ford Motor Company. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 522-531.

**David, Forest R.** Apple, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 540-548.

**David, Forest R.** International Business Machines Corporation. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 549-557.

**David, Forest R.** Taser International, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 558-565.

David, Meredith, E. and **Forest R. David.** Revlon, Inc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 566-573.

**David, Forest R.** SABMiller plc. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 599-608.

**David, Forest R.** Gruma S.A.B. A strategic management case published in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 609-616.

**David, Forest R.** and Meredith E. David. Hershey Company. The Cohesion Case in *Strategic Management Concepts and Cases: A Competitive Advantage Approach* (16<sup>th</sup> edition), copyright 2017, by Fred R. and Forest R. David, Pearson Education Inc., Hoboken, NJ 07030, p. 26-34.

**David, Forest R.** 2015. Adidas Group - 2014. Strategic Management Cohesion Case, published by Prentice Hall in the Global 15<sup>th</sup> ed. of *Strategic Management: Concepts and Cases* International Version by David & David.

**David, Forest R.** 2015. Dominos Pizza, Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. Spirit Airlines, Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. Buffalo Wild Wings, Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015 Rite Aid Corporation - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015 Best Buy Co. Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015 Publix Supermarkets - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015, JP Morgan Chase & Co. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. The Walt Disney Company - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. Lowe's Companies Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015 United Parcel Service Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. United States Postal Service - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. Crocs, Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. Snyder's-Lance Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. Netgear Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

**David, Forest R.** 2015. Polaris Industries Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.

- David, Forest R.** 2015. Under Armour Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. Avon Products Inc. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. ExxonMobil Corporation - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. Microsoft Corporation - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. The Emirates Group - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. Royal Bank of Canada - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. Embraer SA - 2013. Strategic Management Case published by Prentice Hall in Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. BMW AG - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. Campari Group S.p.A - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. L'Oreal Group SA - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. Nikon Corporation - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
- David, Forest R.** 2015. Grupo Modelo, S.A.B. - 2013. Strategic Management Case published by Prentice Hall in *Strategic Management: Concepts and Cases* by David & David.
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