

The 30 Strategic Management Cases
(to be published 1-5-23 by Pearson Inc. in the 18th ed. of the
David/David/David strategic management textbook

USA-HEADQUARTERED DISRUPTIVE TECHNOLOGY FIRMS

SHARING ECONOMY

1. Airbnb, Inc. – (ABNB) – HQ in San Francisco, California, Airbnb is an online, global marketplace for lodging, vacation rentals, and tourism activities.
2. Uber Technologies, Inc. – (UBER) – HQ in San Francisco, California, Uber is a global operator of mobility services, utilizing online-secured taxi-type services via individual drivers.

CLEAN AIR AND SUSTAINABILITY

3. Tesla Motors, Inc. – (TSLA) – HQ in Austin, Texas, Tesla is an American electric vehicle and clean energy company.
4. First Solar, Inc. – (FSLR) – HQ in Tempe, Arizona, First Solar is a large manufacturer and distributor of solar panels and power plants globally.

USA-HEADQUARTERED SERVICE FIRMS

RESTAURANTS

5. Cracker Barrel Old Country Store, Inc. – (CBRL) – HQ in Lebanon, Tennessee, Cracker Barrel is an American chain of restaurant and gift stores that provide Southern country meals and products.
6. Chipotle Mexican Grill, Inc. – (CMG) – HQ in Newport Beach, California, Chipotle is an American chain of fast-casual restaurants providing Mexican food to customers in the USA, Canada, and Europe.

LODGING AND MOVIES

7. Wynn Resorts, Ltd. – (WYNN) – HQ in Las Vegas, Nevada, Wynn is a well-known, large, global, casino and lodging company, with properties in Las Vegas, Macau, Everett (Massachusetts), Boston, and Cotai.
8. Cinemark Holdings, Inc. – (CNK) – HQ in Plano, Texas, Cinemark owns and operates hundreds of movie theaters in the Americas and in Taiwan

INTERNET-BASED

9. Meta (formally Facebook), Inc. - (MVRB) – HQ in Menlo Park, California, Meta is the world’s largest online social networking company; Meta owns Instagram, WhatsApp, Oculus, and other businesses
10. Electronic Arts, Inc. - (EA) - HQ in Redwood City, California, Electronic Arts is the second-largest (behind Activision Blizzard) video game company in the Americas and Europe

STORES AND BANKS

11. The TJX Companies, Inc. - (TJX) – HQ in Framingham, Massachusetts, TJX is a global off-price chain of department stores that include such companies as TJ Maxx, Marshalls, HomeGoods, and HomeSense.
12. Citigroup, Inc. – (C) – HQ in New York City, Citigroup is one of the largest global investment banks and financial services corporations in the world.

AIRLINES AND AIRFREIGHT

13. JetBlue Airways Corp. - (JBLU) – HQ in New York City, JetBlue is a low-cost airline that has grown to become the seventh largest airline in North America.
14. FedEx Corp. – (FDX) – HQ in Memphis, Tennessee, FedEx is a global transportation, e-commerce, and business services company.

USA-HEADQUARTERED MANUFACTURING FIRMS

HEAVY MACHINERY AND OIL

15. Caterpillar Inc. – (CAT) – HQ in Deerfield, Illinois and with a global dealer network, Caterpillar is the world’s largest construction-equipment designer, manufacturer, distributor, and marketer.
16. Chevron Corp. – (CVX) – HQ in San Ramon, California, Chevron is the second (behind Exxon) largest oil and gas refiner, distributor, and marketer in the USA; having refineries and operations globally, Chevron owns Texaco and Noble Energy.

FOOD AND DRINK

17. Tyson Foods, Inc. – (TSN) – HQ in Springdale, Arkansas, Tyson Foods is the world’s second (behind JBS S.A.) largest processor and marketer of chicken, beef, and pork; Tyson exports more beef out of the USA than any other company.
18. Constellation Brands, Inc. - (STZ) – HQ in New York City, Constellation is a global producer and marketer of beer, wine, and spirits, and is the largest beer import company in the USA.

LEISURE ACTIVITIES

19. Johnson Outdoors – (JOUT) – HQ in Racine, Wisconsin, Johnson Outdoors produces outdoor recreational products such as watercraft, diving equipment, camping gear, and outdoor clothing.
20. Thor Industries – (THO) – HQ in Elkhart, Indiana, Thor produces recreational vehicles (RVs) under such brand names as Airstream, Heartland, Jayco, and Livin Lite RV.

ELECTRONIC DEVICES, CONSULTING, AND ANALYTICS

21. Apple, Inc. - (AAPL) – HQ in Cupertino, California, Apple is the world’s largest technology company, and the world’s most valuable company, especially known for its iPhone, iPad, Apple TV, iOS, Macintosh, Apple Watch, and more.
22. International Business Machines Corp. - (IBM) – HQ in Armonk, New York is a global technology corporation with operations in 172 countries, and owns Red Hat Software, Kyndryl, Aspera, Fiberlink, Trusteer, and more.

PERSONAL PRODUCTS

23. Colgate-Palmolive – (CL) – HQ in New York City, Colgate-Palmolive is a large global consumer products company specializing in the production and distribution of household, health care, personal care, and veterinary products.
24. Helen of Troy – (HELE) – HQ in El Paso, Texas, HELE is a worldwide diversified designer, developer, and marketer of beauty products, housewares, and health and home, owning such brands as Revlon, Honeywell, Brut, and Vicks.

NONPROFIT ORGANIZATIONS

25. American Red Cross (ARC) – HQ in Washington, DC, ARC is a global humanitarian organization that provides disaster relief, preparedness, and assistance.
26. United States Postal Service (USPS) – HQ in Washington, DC, USPS provides global mail delivery products and services.

OUTSIDE-USA HEADQUARTERED FIRMS

27. Singapore Airlines – (SINGY) – HQ in Singapore, this airline has been voted the world’s best airline by Skytrax multiple times.
28. Danone S.A. – (DANOY) – HQ in Paris, France, Danone is a 25 billion Euros multinational food-products company with brands that include Dannon in the United States.
29. Grupo Bimbo, S.A.B. de C.V. – (GRBMF) – HQ in Mexico City, Mexico and having about 200 bakery plants, Grupo Bimbo has a presence in over 35 countries producing and selling brands that include Bimbo, Tía Rosa, Ricolino, Entenmann's, Pullman, Rainbo, Nutrella, Marinela, Oroweat, Sara Lee, Thomas', Arnold and Barcel.

30. GlaxoSmithKline Plc – (GSK) – HQ in London, UK, GlaxoSmithKline is the sixth largest pharmaceutical company in the world, behind Pfizer, Novartis, Roche, Sanofi, and Merck.