

1. Choose an industry with a clear leader, and then examine the differences between the leader and one or two of the other competitors in the industry. How do the strategies differ? What has the leader done differently? Or what different things has the leader done?
2. How do the perspectives on competitive advantage differ when comparing brick-and-mortar stores to online businesses (e.g. Best Buy vs. Amazon, Barnes & Noble vs. Amazon, Nordstrom vs. Zappos, and so on)? Make recommendations to brick-and-mortar stores as to how they can compete more effectively with online firms. What conclusions do you draw?