

One important objective of case analysis to examine whether a company's success or failure can be explained by sound strategy or lack of it. Therefore, do keep in mind the concepts you covered so far and apply them where relevant.

1. Using Porter's five forces analyze cable TV industry conditions in 2013. Why were cable TV companies consolidating? Then evaluate the strategies of Comcast, TWC and Charter Communications. What resources and capabilities, and activities (RCAs) were they leveraging to implement their strategies? What were the similarities and differences in their strategies and their RCAs?
2. Why did Charter bid for TWC? Why did it fail? Why did TWC approach Comcast? Evaluate benefits and disadvantages to the three companies. What was the outcome and what forces led to the outcome? Now that TWC is standing alone again, should Charter bid for TWC? Why yes or no?
3. Looking at this acquisition process as a whole, take the perspective of an industry analyst and give your opinion on whether the combination of TWC with another company would create value in the industry. Here do not think of the companies involved, but think, for example, whether the consolidation of TWC i. Will create value to customers of cable TV, ii. Will the combined company be a better competitor in the cable TV industry compared to TWC and the acquiring company standing alone, iii. Will a combination of TWC with another company help cable TV industry in general withstand competition from emerging threats?
4. Give your opinion on whether acquisitions in general help or hurt consumers and industries, and why. Give well developed reasoning.
5. Please comment on the case itself. I wrote this case with the help of couple of colleagues and will very much appreciate your opinion on how it reads, how interesting is this story to you as a student of strategic management, as a sophisticate user of mobile media, and what improvements you would like to see in the case text. We will use your comments when revising the case in the next few months. Thank you.

Criteria in evaluating write-ups are: 1. Quality of analysis. That is, do not just review or summarize case facts, but interpret them, 2. Application of relevant course concepts, 3. Well-developed reasoning, and 4. Creativity and originality in analysis, 5. Clear and correct writing.

Remember this is an individual case write-up. In other words every student must answer all questions. Also please upload only doc or docx files. Thanks

I am not putting any page limits, but in general 8 to 10 pages should be plenty.