

## **Practice 2.2**

Read the articles

1. How Companies Become Platform Leaders
2. Strategy For Startups: The Innovator's Dilemma

and find a real company which is a platform, and analyse its basic strategic options to develop and/or maintain leadership in its sector of activity.

The case should be answered in two page including graphs. Please upload the material in the respective link in the aula global.

Discussion in class will follow.