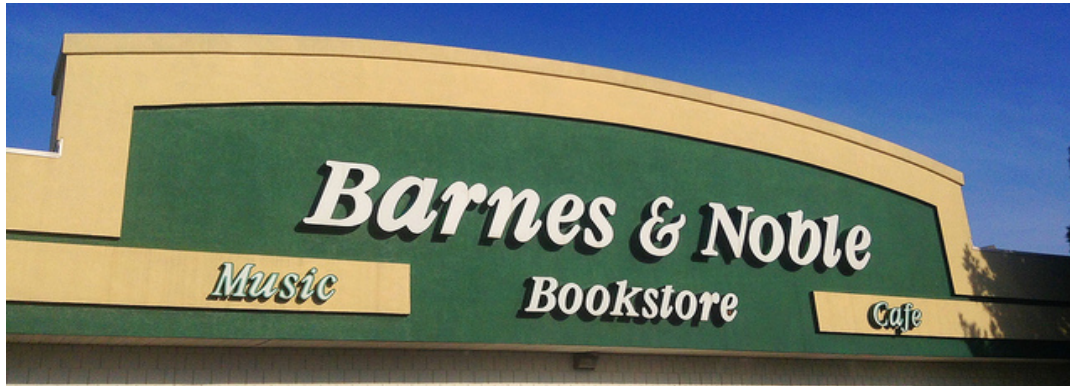


# Barnes and Noble Case Study

Daniel Egger





- Barnes and Nobles purchased in 1971
- Built into a thriving Fortune 500 company
- Billions of dollars in Revenue

Barnes and Nobles has struggled for 20 years – Since Amazon went live in 1995

B & N meets only 9 of the 19 criteria for a bricks-and-mortar product company

1995 – Stock price was \$37

2005 – Stock price was still \$37

2015 – Stock price is \$27



Amazon  
Kindle

Amazon.com

Barnes &  
Noble Nook

BN.com



How can Barnes and Noble survive and eventually thrive again?