

9:15 -

La Salle Rm. 1

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Facebook IPO

Critical Incident

1) The answers to the questions were provided in

the critical incident

- try to leave some room for discussion

2) How did you choose an underwriter?

- why choose 3

3) Are there any cons (downsides) to listing on the

* NASDAQ?

4) Follow guidelines on references (citations)

* 5) clarification on whether Sandy is an employee or non-employee person

Teaching Note

* 1) Descriptive case

* 2) Use additional pedagogical materials or extended

* epilogue for further explanation and information for missing background knowledge in question 1 and 2

* 3) No information on corporate culture at Facebook