

Final Lecture
Objectives: effect of technology on business, specially journalism
(organizational/economic structures (each student about...))

Suggestions - Ideas - Comments

How are other big papers handling this? Would an industry note help?
Well-written case. What's the main issue? (several to choose from)

Did the paper not fully understand the market?

losing a sense of your consumers?
marketing angle?

Is Disruptive Technology causing the company to make the wrong decision?
From management perspective - A story about a downsizing that is not going well, poorly handled layoffs (HR side - How effective was the process they went through?)! Leadership problem - no vision for moving forward - the "reason" was never communicated

Session chair suggested Disruptive Technology angle as the way forward

to go

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