

Ryan Braun's Suspension.
 3/27/14
 3:00 pm

CI

Did management ask Ryan to call direct holders?

-Not a hook for CI.

-Should this be a case? Maybe a mini case used as an introduction to students.

-Focused it on Ryan's decision to take the drugs. Can take it as an ethical issue. Made it only one decision only.

Could add about Baseball contracts.

Case as managing a brand if he is an endorser.

What is it to break a rule or law this could be a discussion for the students.

#4

"Was" not "Why" a good idea for Ryan to call.