

## Eastman Kodak: Facing Disruptive Technical Change

### C.I.

- Must  
IF CI There are a lot of details that don't relate to the decision.  
Take them (and their references) out, as it's short enough to be a C.I.
- Rec Students have a hard time relating to the past; update to today  
Example - Look at it today but refer to past decisions that led to today.
- Rec Create a new decision point; analyze the 1981 decision point as a reference.
- Must? What is the corporate culture? <sup>Paternalistic?</sup> ~~Arrogance?~~ Doesn't really come across in C.I.
- Rec Trying to do too much in a critical incident.
- Must Focus your decision point.
- Rec Refer readers to a website for historical info about Kodak.

### T.N.

- Must A lot of info in C.I. overview was not in case.
- Rec Better targeting of classes to use this in.
- Rec L.O.s need better verbs - check Bloom's Taxonomy
- Rec Collins' 5 stages of decline need to be defined. Flesh out model first.
- Rec In Q4, reference to turnaround strategy... but there was no need in 1981 if that's the decision point.