**Memorandum**

Dear Reviewers,

We wish to thank you for your time in reviewing and commenting on this critical incident. Below, please find a summary in green type regarding how feedback from discussants at the 2014 SCR Annual Meeting in Chicago has been addressed:

Critical incident

(1) Hook is needed

Maybe take approach from LGBT community?

Coke bans?

(2) Follow guidelines (ex. past tense)

We have revised the hook. It no longer focuses on Coca-Cola executives but on protests against Coca-Cola that were held in Times Square by LGBT activists.

We changed the tense from the present to the past.

Teaching note

(1) Add learning objectives to questions

(2) Add higher order questions

(3) Avoid yes/no questions or ask student to substantiate

(4) Add theory to your answers

We added notation after each question to show which learning goal it corresponds to. We re-ordered the questions according to Bloom’s Taxonomy. We asked students to substantiate their opinions. We added theory on social issues and stakeholder analysis.

We look forward to hearing from you.