

Class 12: War and Peace

logistics

Pitch decks due tonight at 11:59pm

Pitch deck feedback sent out by Wednesday

Problem set 4: posted tonight

In-person pitch presentation: week of 5/21

outline

1. war without
2. war within
3. perspectives

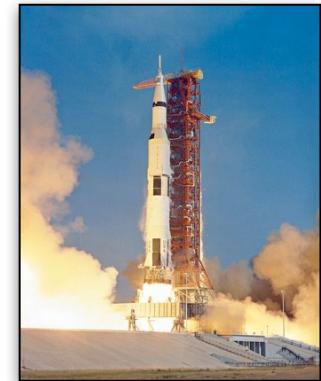
war is theater



war is theater



war is theater



war is motivation

Charles Atlas and the Wimpy Kid



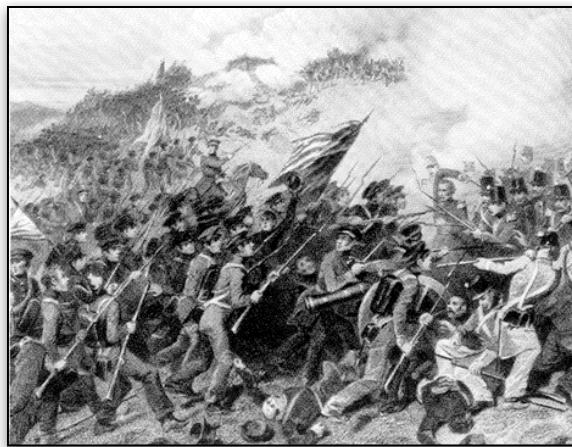
war is destruction



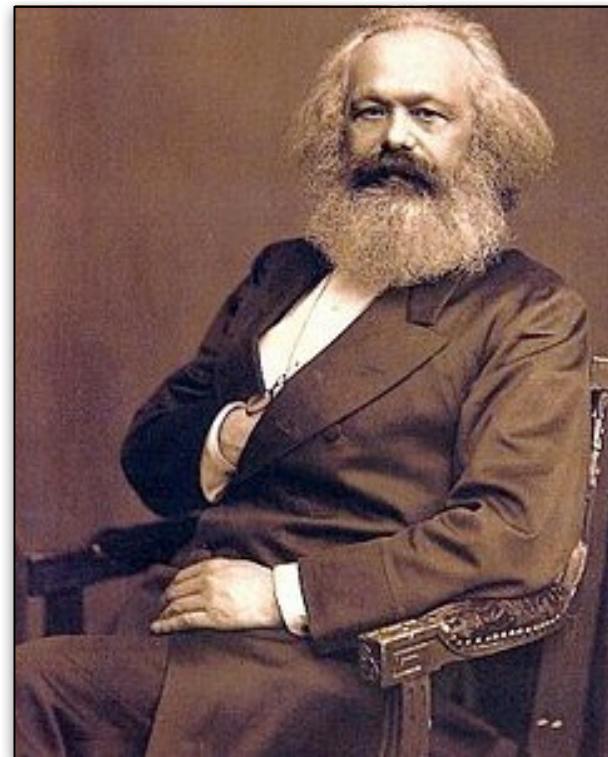
“The army, like a herd of cattle run wild and trampling underfoot the fodder which might have saved it from starvation, was disintegrating and perishing with every day it remained in Moscow”

-Leo Tolstoy, War and Peace

still, seems to happen often



internal appearance: very different



external appearance: very alike



a Shakespearean saga: BUNCH



a Shakespearean saga: the 90s



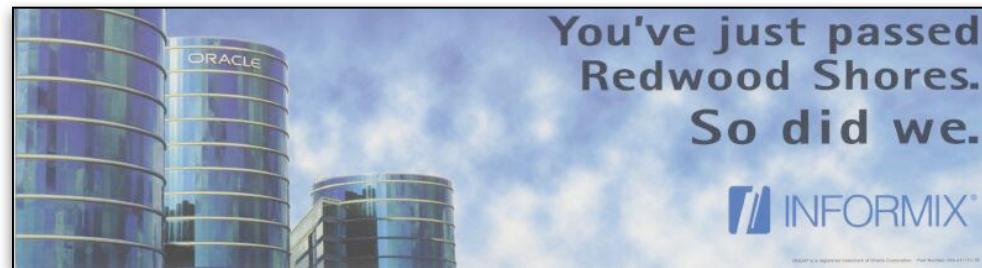
Pet**St**ore.com



even when it begins as theater...



...it can end badly



a Shakespearean saga: today



COURTESY: SQUARE

a Shakespearean saga: today



a Shakespearean saga: today



a Shakespearean saga: today



a Shakespearean saga: tech giants



Google



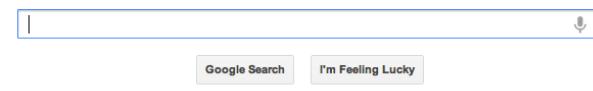
a Shakespearean saga: convergence



bing & decide.



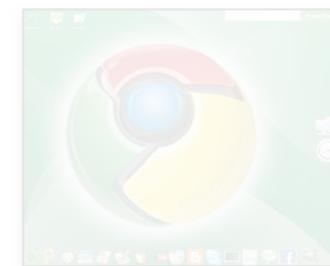
Google



Google docs



a Shakespearean saga: usurped



NASDAQ: AAPL



Web Images Video



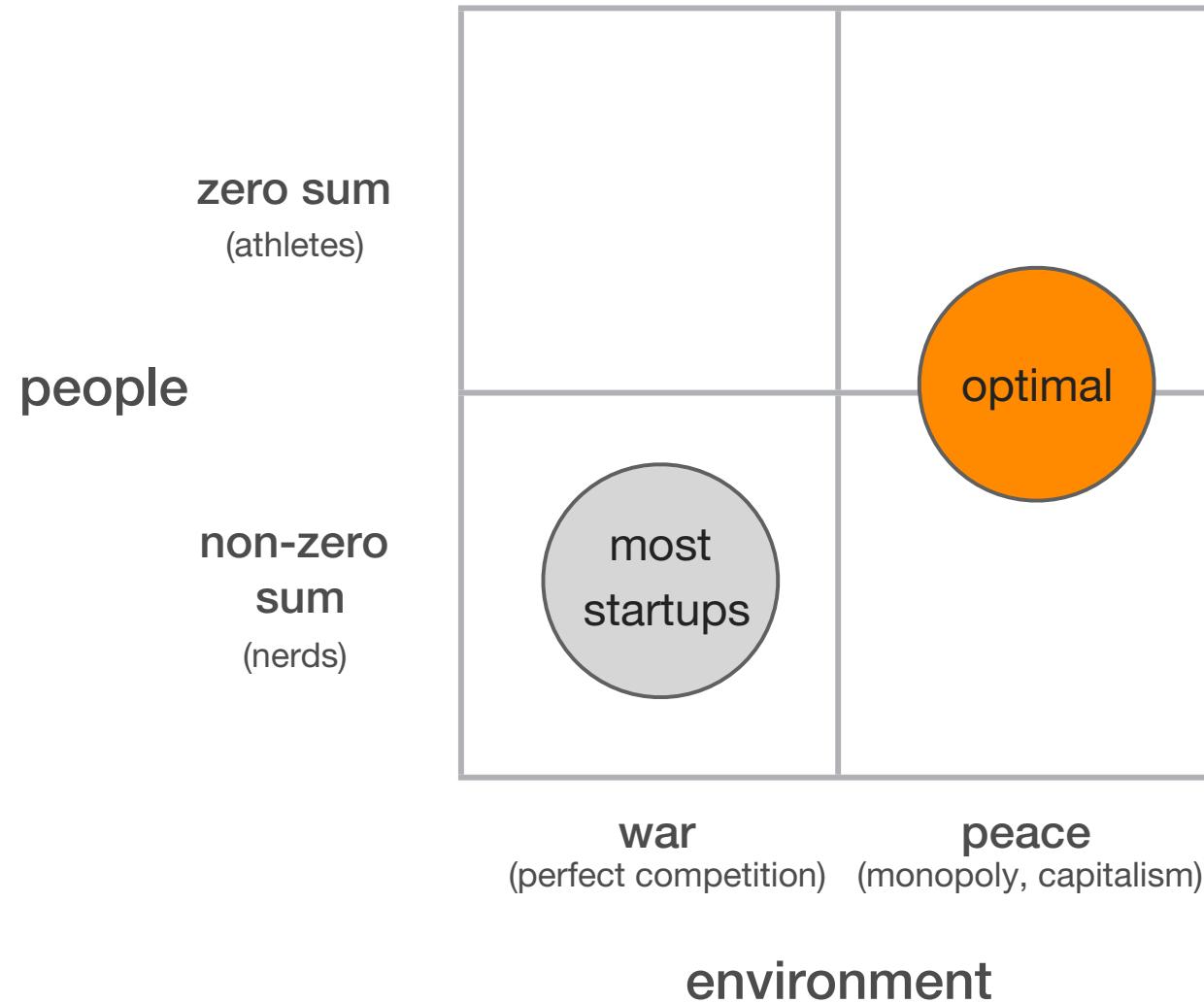
if you must compete

use overwhelming force and end it quickly

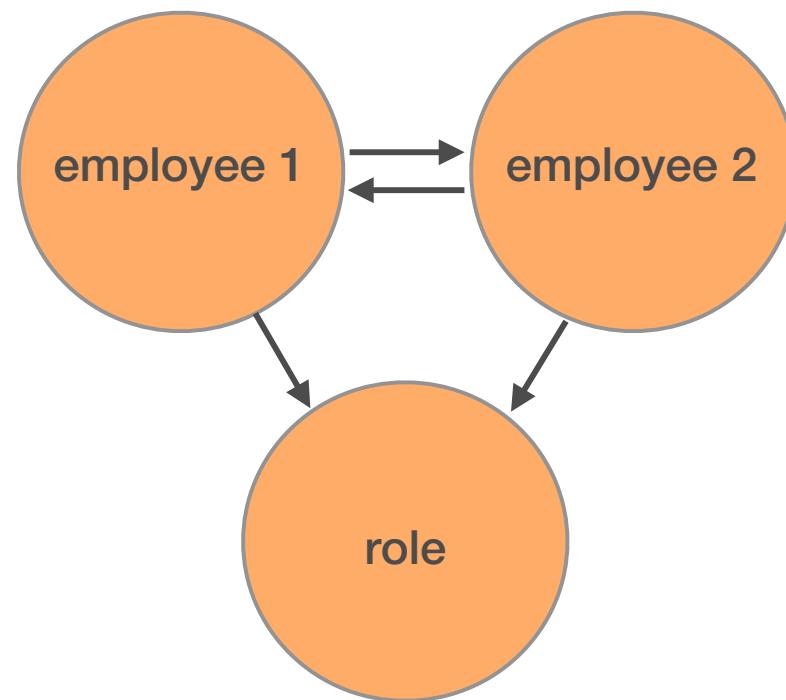
outline

1. war without
2. war within
3. perspectives

a call for (some) athletes



the threat within



managing the team

precise hiring

clear definitions

careful evaluation

outline

1. war without
2. war within
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