

# KODAK CASE STUDY ANSWERS

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**How did Kodak fail case study solution?** The management wrongly assumed that the transition from film to digital would be slow. They underestimated how quickly consumers would adopt digital cameras and later, smartphones. Kodak's inability to read the market and customer needs accurately further exacerbated their downfall.

**What is the main reason Kodak failed?** Kodak failed due to its middle managers, culture, and rigid bureaucratic structure hindering a fast response to digital technology.

**What is the lesson learned from Kodak?** "It's about more than R&D; it's about thinking where you are going. There are other factors in this ever-changing world. Keep your eyes on the horizon, keep your eyes cast wide open inside and outside of your organisation and you will be well-placed to deal with this."

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**How to pass case study exam?**

**What mistake did Kodak make?** However, as digital photography began to take off in the 1990s and 2000s, Kodak was slow to respond. One of Kodak's biggest mistakes was its failure to embrace digital photography.

**What did Kodak fail his drug test for?**

**What was the reason for the success of Kodak?** The company's commitment to quality and reliability built a strong brand image, fostering customer loyalty and repeat business. Mass Marketing and Advertising: Kodak was a pioneer in mass marketing and advertising. The company invested heavily in campaigns to create widespread awareness of its products.

**How Kodak failed to adapt?** Kodak's focus on protecting its film market share rather than exploring and investing in digital photography led to missed opportunities and a gradual erosion of its dominant position in the industry. As digital photography gained momentum, Kodak failed to capitalize on the various opportunities that arose.

**What did Kodak get in trouble for?**

**Who was the CEO of Kodak when it failed?** In 1999, in an interview with New York Times, the then CEO of Kodak George Fisher “regarded digital photography as the enemy, an evil juggernaut that would kill the chemical-based film and paper business that fueled Kodak's sales and profits for decades.” Instead of adapting to the time, just like Fuji, it tried to ...

**What is the summary of Kodak?** Kodak first sold materials designed for the printing industry in 1912. During the 1950s and 60s we helped fuel the color revolution in books and magazines. Today, we are part of a new revolution – to bring sustainable, as well as digital, solutions to commercial printers and publishers.

**How did the Kodak impact society?** By simplifying the apparatus and even processing the film for the consumer, he made photography accessible to millions of casual amateurs with no particular professional training, technical expertise, or aesthetic credentials.

**What could Kodak have done differently to survive and prosper?** The text book answer is diversification and Kodak diversified. They went into imaging services, pharmaceuticals, medical diagnostics, copiers, printers and computer hardware. But none of these ventures was really successful in replacing the huge revenues from film which were ebbing away.

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### **The Gargoyle: A Mystery by Andrew Davidson**

Andrew Davidson's "The Gargoyle" is a captivating mystery that explores the dark secrets of an ancient cathedral and its enigmatic stone figure. The novel raises profound questions about identity, guilt, and the nature of human existence.

**What is the central mystery of the novel?**

The central mystery revolves around the gargoyle perched atop the Notre Dame Cathedral in Paris. This grotesque creature is believed to hold the key to a centuries-old murder, and its cryptic message has remained unsolved for generations.

**Who are the main characters?**

The protagonist is Marie-Laure Dufour, a young art historian who becomes obsessed with unraveling the mystery of the gargoyle. She enlists the help of Professor Luc Simon, an expert on medieval art, and Séraphin Monge, a reclusive sculptor with a troubled past.

**What themes does the novel explore?**

"The Gargoyle" explores themes such as the search for identity, the weight of guilt and forgiveness, and the power of art to both conceal and reveal the truth. The characters struggle with their own demons and secrets, while seeking answers to the mysteries that haunt them.

**How does the setting contribute to the novel's atmosphere?**

The novel is set in the labyrinthine depths of Notre Dame Cathedral, a place steeped in history and mystery. The cathedral's towering walls, labyrinthine corridors, and ancient artifacts provide a haunting backdrop for the investigation, creating a palpable sense of intrigue and the supernatural.

### **What makes the novel a unique and compelling read?**

"The Gargoyle" combines historical mystery with psychological suspense, creating a captivating and thought-provoking experience. Davidson's evocative writing style brings the characters and setting to life, immersing readers in a world of secrets, intrigue, and the search for redemption.

**¿Cuál es la dieta mediterránea para bajar de peso?** La dieta mediterránea, la mejor del mundo Esta alimentación se basa en una alta ingesta de frutas, verduras, pescado, cereales integrales, legumbres y aceite de oliva. Mientras que reduce el consumo de carne roja, azúcares y grasas saturadas.

**¿Qué es la dieta mediterránea menú?** La dieta mediterránea es baja en grasas saturadas, alta en grasas monoinsaturadas, rica en antioxidantes, fibra e hidratos de carbono integrales. Prioriza el consumo de pescados, aceite de oliva, frutas, verduras, cereales integrales, legumbres, frutos secos e ingesta moderada de vino.

**¿Cómo es la dieta mediterránea ejemplos?** La dieta mediterránea está basada en: Comidas a base de vegetales, con sólo pequeñas cantidades de carne de res y pollo. Más porciones de granos enteros, frutas y verduras frescas, nueces y legumbres. Alimentos que en forma natural contengan cantidades altas de fibra.

**¿Que se desayuna en la dieta mediterránea?** El desayuno mediterráneo suele contemplar café, infusiones o leche con cacao, zumo de naranja natural, tostadas con aceite de oliva y tomate, embutidos, fruta, y yogur. Estos son algunos de los esenciales de la comida mediterránea que no pueden faltar en un desayuno mediterráneo equilibrado.

**¿Que se cena en la dieta mediterránea?**

**¿Qué se come exactamente en la dieta mediterránea?** La base de la dieta mediterránea son los alimentos vegetales. Eso significa que las comidas se basan

en verduras, frutas, hierbas, nueces, frijoles y cereales integrales . Cantidades moderadas de lácteos, aves y huevos forman parte de la dieta mediterránea, al igual que los mariscos. Por el contrario, la carne roja sólo se come de vez en cuando.

**¿Qué es un menú de comida mediterránea?** Frutas: manzanas, plátanos, naranjas, uvas, melones, melocotones, peras, fresas, arándanos. Cereales: pan integral, pasta integral, quinua, arroz integral, avena. Legumbres: lentejas, garbanzos, judías negras, judías rojas. Frutos secos: almendras, nueces, anacardos, pistachos, nueces de macadamia.

**¿Cómo es un almuerzo mediterráneo?** En los países del Mediterráneo oriental, es posible que el falafel se sirva junto con hummus y pita, ensaladas y, a veces, un kebab de verduras o carne . Sin embargo, estos ejemplos tienen algunos denominadores comunes, que incluyen grasas saludables como el aceite de oliva, frutas y verduras, y una fuente de proteínas saludables como las legumbres o el pescado.

**¿Qué alimentos se consumen en una dieta mediterránea?** Esto significa que son los ingredientes principales son verduras, frutas, especias, frutos secos, frijoles y granos o cereales enteros. Las cantidades moderadas de lácteos, aves y huevos forman parte de la dieta mediterránea, al igual que los mariscos. Por el contrario, la carne roja solo se come ocasionalmente.

**¿Qué pan se puede comer en la dieta mediterránea?** Consumir panes de diferentes cereales (centeno, maíz, espelta...) es una buena forma de diversificar y enriquecer la dieta. También se elaboran panes con diferentes tipos de harina, formas o procesos de cocción.

**¿Qué se puede y qué no se puede comer en la dieta mediterránea?** Todas las pirámides de la Dieta Mediterránea alientan a comer principalmente verduras, frutas, cereales integrales y aceite de oliva virgen extra, al tiempo que se limitan las carnes rojas y los dulces . La pirámide de la Dieta Mediterránea es diferente de la Pirámide Guía de Alimentos que creó el gobierno de Estados Unidos en la década de 1990.

**¿Cuál es la pirámide de la dieta mediterránea?** La pirámide de la dieta mediterránea es una herramienta sencilla para conocer los alimentos y sus cantidades recomendadas siguiendo el patrón alimentario basado en la cultura y la

gastronomía mediterráneas.

**¿Qué desayunan en la dieta mediterránea?** Aparte del café o el té estándar, existe una gran diversidad de alimentos cotidianos para el desayuno en todo el Mediterráneo. A continuación se muestran algunos ejemplos: Líbano: restos de cereales, normalmente bulgur o cebada + leche + canela + miel + fruta . España e Italia: pan tostado + queso tierno + fruta fresca o zumo de fruta recién exprimido.

**¿Cuál es el desayuno de los japoneses?** La base del desayuno japonés son cuatro platos: arroz, pescado (preferiblemente a la plancha), sopa miso y té verde.

**¿Cuáles son los tipos de desayuno?**

**¿Qué es la dieta mediterránea ejemplos?** La dieta mediterránea se centra en comer alimentos como pescado, frutas, verduras, frijoles (habichuelas), granos integrales y panes con alto contenido de fibra, y aceite de oliva. La carne, el queso y los dulces están muy limitados.

**¿Qué es un plato mediterráneo?** Por cocina mediterránea se entiende al conjunto de platos típicos y métodos de preparación que encontramos en la cuenca del Mediterráneo. Algunos de los ingredientes principales que protagonizan este tipo de cocina son el aceite de oliva, el pan, la pasta y el vino.

**¿Qué puedo hacer para bajar de peso rápido?** Una de las mejores maneras de perder grasa corporal es a través de un ejercicio aeróbico continuado — (por ejemplo, caminar a paso rápido) — durante al menos 30 minutos la mayoría de los días de la semana. Algunas personas requieren más actividad física que esta para adelgazar y mantener el peso perdido.

**¿Los plátanos son buenos para la dieta mediterránea?** Se pueden incluir en la dieta todos los tipos de frutas frescas, incluidos los plátanos . Si sigo la dieta mediterránea, ¿qué puedo poner en mi café? El café es una bebida muy apreciada en todo el mundo, incluso entre quienes siguen la dieta mediterránea.

**¿Qué carne se puede comer en la dieta mediterránea?** Elija aves magras en porciones moderadas, de 3 a 4 onzas . Reserva la carne roja para un consumo ocasional o úsala como condimento, acompañada de muchas verduras, como en guisos, salteados y sopas. ~~Consuma más pescado, con el objetivo de dos o tres~~

porciones por semana. Tanto el pescado fresco como el enlatado están bien.

**¿Qué verduras hay en la dieta mediterránea?** Las verduras comunes en la Dieta Mediterránea tradicional incluyen: alcachofas, rúcula, remolacha, brócoli, coles de Bruselas, repollo, zanahorias, apio, apio nabo, achicoria, berza, pepinos, hojas de diente de león, berenjenas, hinojo, col rizada, puerros, limones, lechuga, maché, champiñones, hojas de mostaza, ortigas, okra, cebollas (rojas, ...

**¿Qué alimentos se consumen en una dieta mediterránea?** Esto significa que son los ingredientes principales son verduras, frutas, especias, frutos secos, frijoles y granos o cereales enteros. Las cantidades moderadas de lácteos, aves y huevos forman parte de la dieta mediterránea, al igual que los mariscos. Por el contrario, la carne roja solo se come ocasionalmente.

**¿Cuánto tiempo se tarda en adelgazar con la dieta mediterránea?** El estudio encontró que la dieta mediterránea era más flexible y menos restrictiva a la hora de lograr los resultados deseados de pérdida de peso. Además, uno de los estudios de la revisión encontró que los participantes perdieron un promedio de 8,7% del peso corporal con la dieta mediterránea después de 12 meses .

**¿Qué le pasa a tu cuerpo cuando empiezas la dieta mediterránea?** La Dieta Mediterránea tiene muchos beneficios, entre ellos: Reducir el riesgo de sufrir enfermedades cardiovasculares, incluido un ataque cardíaco o un derrame cerebral . Apoyar un peso corporal que sea saludable para usted. Apoyar niveles saludables de azúcar en la sangre, presión arterial y colesterol.

**¿Qué no se puede comer en la dieta mediterránea?** Entonces, ¿qué alimentos no están permitidos en la dieta mediterránea? La dieta mediterránea prohíbe el consumo de alimentos procesados, azúcares refinados, cereales refinados y grasas trans . Además, la dieta limita la ingesta de carnes rojas y productos lácteos ricos en grasas.

## **Teaching Pronunciation: Insights from Celce-Murcia**

### **Introduction**

Pronunciation is a crucial aspect of language learning, as it affects both comprehension and intelligibility. In the field of language teaching, respected scholar

Marianne Celce-Murcia has made significant contributions to the understanding and teaching of pronunciation. This article explores some key questions and insights from Celce-Murcia's work on pronunciation.

**Q1: Why is pronunciation important in language learning?**

A: Pronunciation is essential for conveying meaning accurately. Poor pronunciation can lead to misunderstandings, hindering communication. Furthermore, it can also impact the learner's self-confidence and motivation.

**Q2: What are the common challenges in teaching pronunciation?**

A: Some common challenges include:

- Interference from the learner's native language
- Variation in regional and individual pronunciations
- Absence of adequate target language input
- Learners' lack of awareness of phonological features

**Q3: How should pronunciation be taught?**

A: Celce-Murcia advocates for a holistic approach that incorporates:

- Explicit instruction on phonetics and phonology
- Immersive exposure to authentic speech
- Guided practice and corrective feedback
- Focus on both segmental (individual sounds) and suprasegmental (intonation, stress) features

**Q4: What are the different methods for teaching pronunciation?**

A: Common methods include:

- Contrastive analysis: Comparing the target language sounds to the learner's native language
- Minimal pair practice: Distinguishing between words that differ only in one sound



- Ear training: Developing listening skills to identify and discriminate target language sounds
- Production practice: Providing opportunities for learners to practice speaking the target sounds

#### **Q5: How can teachers assess pronunciation proficiency?**

A: Assessment should focus on both accuracy and intelligibility. Teachers can use a variety of tools, including:

- Oral production tasks
- Perceptual judgments
- Self- and peer-assessment
- Computer-assisted pronunciation training (CAPT)

By incorporating Celce-Murcia's insights into their teaching practices, language teachers can effectively equip learners with the skills to pronounce the target language accurately and intelligibly, enhancing their overall language proficiency.

[the gargoyle by andrew davidson zhuanrangore](#), [la dieta mediterranea para adelgazar con menu semanal](#), [teaching pronunciation celce murcia](#)

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