

Advertising or Free Speech? The Case of Nike and Human Rights

For this week's discussion read the brief case study about Nike (p.101 in the textbook).

A case study is a puzzle to be solved, so before reading and answering the specific questions, develop your proposed solution by following these five steps:

- Read the case study to identify the key issues and underlying issues. These issues are the principles and concepts of the course module, which apply to the situation described in the case study.
- Record the facts from the case study which are relevant to the principles and

concepts of the module. The case may have extraneous information not relevant to the current module. Your ability to differentiate between relevant and irrelevant information is an important aspect of case analysis, as it will inform the focus of your answers.

- Describe in some detail the actions that would address or correct the situation.
- Consider how you would support your solution with examples from experience or current real-life examples or cases from textbooks.

Directions:

- Discuss the concepts, principles, and theories from your textbook. Cite your

textbooks and cite any other sources if appropriate.

- Your initial post should address all components of the question with a 500 word limit.

Textbook:

Luthans, F., & Doh, J. P. (2021)

International management: Culture, strategy, and behavior (11th ed.)

McGraw-Hill Education, New York, NY ISBN
978-1260260472