

Unit III Case Study

Read “Excellent Strategic Management Showcased: Priceline.com Inc.” on page 90 of your course textbook. As you read, pay close attention to Priceline’s strategy, and write a case study describing the following points:

- What are Priceline’s internal strengths and weaknesses?
- Who are Priceline’s competitors?
- Do you see Priceline’s strategy as effective or ineffective? Why?

Your case study must be at least one page in length, not including a title and reference page. Outside sources are not a requirement for this case study, but if you choose to use them, they must be cited and referenced according to APA standards.

Information about accessing the Grading Rubric for this assignment is provided below.