

Unit VI Case Study

Read the "Shell Case Fabricator" case on page 442 of your textbook.

After reading the case, answer the following questions:

- Should Shell Case Fabrications (SCF) accept or reject Air Connection Links' (ACL) request? Which option would you select? What risks are involved?
- How should SCF negotiate with ACL? How can SCF and ACL develop a positive, long-range relationship? Give some specifics.

You will need to identify your own thoughts and cite specific passages from the case to support your point of view. Your response should be a minimum of one page in length written in standard essay form following APA style guidelines.

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