

Unit V Case Study

Read "Can Google Star Marissa Mayer Save Yahoo?," which is a case on page 364 of your course textbook, and respond to the three questions at the end of the case on page 365. The body of your paper should be a minimum of one page in length, not including the title and reference pages. While you are not required to use sources outside of your textbook, if you choose to use them, they must be cited and referenced appropriately. Information about accessing the Blackboard Grading Rubric for this assignment is provided below.