



The Entertainment King. A Case Study of Walt Disney Co.

By Anonym

GRIN Verlag Mrz 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of the Americas Puebla, language: English, abstract: The following paper is an analysis about Walt Disney. It is an investigation about the business model of the Walt Disney company and its objective is to turn out the characteristics in terms of values and strategies, which made the company to that what it is today- one of the most successful companies and well-known brands in the world. In the first part of the paper we want to examine why Disney has been successful for so long and explain thereby what its core competences and competitive advantages are. In the second section we will have a look on what Michael Eisner did to rejuvenate Disney and what he did to increase the income in his first for years. Finally, in the last part we will evaluate Disney's policy of acquisitions, define the value they are adding to their different divisions and conclude with the explanation about...



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