Structure-Final Case Project--
One possibility--NOT required

- **Overview**
  - 5 sentences covering the whole paper
- **Firm history/Bckgnd**
- **Industry Analysis** (if not using 5.1, which has this in it)
- **Perspective 1** applied to the firm
  - Transition to P2 (1 paragraph)
- **Perspective 2 (P2)** applied to firm
  - (optional) transition to P3
- **(optional) Perspective 3** applied to firm
- **Recommendations**
  - Short, bullet format--show clear connections to the arguments in Perspectives sections
  - BRIEF discussion of most important recommendations (1 paragraph)
- **Implications for implementation**
  - “What are they?” and “How to address the implementation issues.”