

# Character and Business Strategy in American Corporations

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Section 1  
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Does CEO character determine company strategy or is the strategy determined by the fit between company resources and the environment? Is it both? In what proportions?

We will investigate the determinative role of character in the strategy of 20<sup>th</sup> Century U.S. corporations.

What does character account for?

Are the strategies of 20<sup>th</sup> Century U.S. corporations characteristically American?

## Unit One

Character and Strategy at Starbucks: Howard Schultz



## Unit Two

Alfred Sloan and Katharine Graham: Two Ways to Win



## Unit Three

Michael Eisner and Martha Stewart:  
Controversial CEOs



## Unit Four

The Pizzolatos: Building a Family Business  
(A Plant Visit)

