

Character and Business Strategy in American Corporations

HNRS 2020

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 20th Century U.S. corporations.

What does character account for?

Are the strategies of 20th 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)

