

#### 4. The mantra “disrupt or be disrupted” can misguide us.

Incumbent companies do need to respond to disruption if it is occurring, but they should not overreact by dismantling a still-profitable business. Instead, they should continue to strengthen relationships with core customers by investing in sustaining innovations.

1. Would you consider Encyclopedia Britannica’s decision to discontinue the printing of hardbound volumes a strategic move? Why or why not?

✚ Yes, because times have changed and people don’t use heavy books anymore, they use Google and Encyclopedia Britannica need to transform there is no longer printing books.

2. What were the disruptors that made the company arrive at this decision? Research if necessary.

✚ Because we have some website that can easily access and you don’t need to pay for the information that you need and that is why Encyclopedia Britannica needs to stop their printing books.

3. Do you think that people will still use Encyclopedia Britannica even if it is not in hardbound anymore?

✚ I think no, because Encyclopedia Britannica already have an website instead of using books you can use their website but you need to pay.

a. Provide points that will prove that people prefer Encyclopedia Britannica over Wikipedia and other websites.

✚ Encyclopedia Britannica is a smaller in scope, Britannica allocate the editorial resources to those things that are most important for humans to know, so Britannica have a smaller database but that database is much reliable much more stable, Britannica is one of those sources that you can trust. While Wikipedia is technology that allows a lot of collaboration in such a way, it is actually grows quite easily with a lot of facts or truths and lies, all of them mixed together some article are great of quality some other not.

b. Provide points that will prove that people prefer Wikipedia and other websites over Encyclopedia Britannica.

✚ Maybe, because Wikipedia is a free website and easily to access same with other website, but Encyclopedia Britannica is you need to pay for the access.

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Page 2 of 2