

chapter2

The External and Internal Environments

CHAPTER CONTENTS

Learning Objectives	2
Key Student Questions	2
Class Roadmap	3
Key Terms Presented in This Chapter	11
Lecturettes	13
Discussion Questions	14
Concluding Case	17
Experiential Exercises	18
Examples	21
Supplemental Features	23
Chapter Video	23
Manager's Hot Seat	23
Self Assessment	23
Test Your Knowledge	23
Expanded PowerPoint Slide Show	55

LEARNING OBJECTIVES

- 1 Describe how environmental forces influence organizations and how organizations can influence their environments.**
- 2 Distinguish between the macroenvironment and the competitive environment .**
- 3 Explain why managers and organizations should pay attention to economic and social developments.**
- 4 Identify elements of the competitive environment.**
- 5 Summarize how organizations respond to environmental uncertainty.**
- 6 Define elements of an organization's culture.**
- 7 Discuss how an organization's culture and climate affect its response to its external environment.**

KEY STUDENT QUESTIONS

The two questions that come up most often for this chapter are:



- 1. “Can you explain the difference between the macroenvironment and the task environment?” (Or a request to explain a particular element of either environment.)*
- 2. “As a manager, what should I do to respond to a changing environment?”*

Fortunately, the text has tools to help you deal with both of these questions more effectively.

- The first question is best addressed with examples, and students often find it useful to go through an example or two for a specific company. Start by discussing the high tech industry, using the information in the text and the “Management Connection” section called “Apple’s Rocky Relationships.” Next, ask students to name a company with which they are familiar, and have them identify examples of each of the different environmental factors for

that organization. If your students can't think of an organization, try using something with which they are likely to be familiar, such as Kaiser Permanente (a large national HMO.) A completed example appears below in the instructions for Experiential Exercise 2.1, "External Environment Analysis".

- The second question is best addressed by having students work together to complete the concluding case study "Wild Water Gets Soaked." The brainstorming activity that students complete for the third discussion question on the case also serves as an excellent introduction to Chapter 3 - Decision Making.
- "Now, create a plan for Wild Water. In your plan, describe what changes the organization needs to make to its culture to meet the upcoming challenges in the external environment. Then describe steps that Wild Water can take to compete successfully against the new amusement park. How can the Salernos keep their loyal customers happy while attracting new ones?"

CLASS ROADMAP

Management Connection

What Makes Apple a Winner in a Fast-Changing Environment?

In the 1970s consumers fell in love with Apple's spreadsheets and desktop publishing tools, but in the 80s and 90s, Apple lost significant market share as consumers got on board in droves with the Microsoft operating system. As technology advanced, Apple dropped the word "computer" from the corporate name and focused on providing a wide array of tools to tap into the internet for entertainment, communication, and expressing creativity. Apple also provides a software development kit which will allow any programmer to create new applications which can be purchased online at Apple's App Store. Over 100 million apps were downloaded in the first two months. What could Apple do to further enhance their brand and enhance their share of the technology market?

Introduction

A. Organizations are *open systems* (Figure 2.1)

1. Receive raw materials, services, and financial, human, and information resources from the environment, called *inputs*
2. **Transform** resources into finished goods and services
3. Send *outputs* back into the environment

LO 1: Describe how environmental forces influence organizations, and how organizations can influence their environments

B. External Environment Influences

1. When resources change, environment influences the organization
2. When outputs differ, organization influences the environment
3. The organization operates in a competitive environment.

E. G.

Use Example 2.1 – Environment Influences here

I. The Macroenvironment

4. Macroenvironment is defined by the most general elements in the external environment that can potentially influence strategic decisions

A. The Economy (Figure 2.3)

- a. The economic environment dramatically affects companies' ability to function effectively and influences their strategic choices.
- b. Interest and inflation rates affect the availability and cost of capital, the ability to expand, prices, costs, and consumer demand for products.
- c. Unemployment rates affect labor availability and the wages the firm must pass, as well as product demand.

LO 2: Distinguish between the macroenvironment and the competitive environment

B. Technology

- a. Technological advances create new products. As technology evolves, new industries, markets, and competitive niches develop.
- b. New technologies provide new production techniques. Sophisticated robots perform jobs without suffering fatigue.
- c. New technologies also provide new ways to manage and communicate. Computerized man-

agement information systems (MIS) make information available when needed.

C. Laws and Regulations

1. U.S. government policies both impose strategic constraints and provide opportunities.
2. Government can affect business opportunities through tax laws, economic policies, and international trade rulings.
3. *Regulators* are specific government organizations in a firm's more immediate task environment.
4. Regulatory agencies have the power to investigate company practices and take legal actions to ensure compliance with the laws are:
 - i. Occupational Safety and Health Administration (OSHA)
 - ii. Interstate Commerce Commission (ICC)
 - iii. Federal Aviation Administration (FAA)
 - iv. Equal Employment Opportunity Commission (EEOC)
 - v. National Labor Relations Board (NLRB)
 - vi. Office of Federal Contract Compliance Programs (OFCCP)
 - vii. Environmental Protection Agency (EPA)

E. G.

Use Example 2.2 – Laws and Regulations here

D. Demographics

- a. ***Demographics*** measures of various characteristics of the people comprising groups or other social units.
- b. Work groups, organizations, countries, markets, or societies can be described statistically by referring to their members' age, gender, family size, income, education, occupation, and so forth.

E. Social Issues

- a. Societal trends regarding how people think and behave have major implications for management of the labor force, corporate social actions, and

LO 3: Explain why managers and organizations should attend to economic and social developments

- strategic decisions about products and markets.
- b. Companies have introduced more supportive policies, including family leave, flexible working hours, and childcare assistance.

F. The Natural Environment

- a. Prominent issues in today's press pertain to natural resources.
- b. The protection of the natural environment is important to managerial decisions.

II. The Competitive Environment

A. Competitors

- a. As a first step in understanding their competitive environment, organizations must identify their competitors, which may include:
 - i. small domestic firms
 - ii. overseas firms
 - iii. new domestic companies exploring new markets
 - iv. strong regional competitors
 - v. unusual entries, such as Internet shopping
- b. The next step is to analyze how they compete.

B. New Entrants

- a. **Barriers to entry** are conditions that prevent new companies from entering an industry.
- b. Some major barriers to entry are government policy, capital requirements, brand identification, cost disadvantages, and distribution channels.

C. Substitutes and Complements (Table 2.1)

- a. Technological advances and economic efficiencies are among the ways that firms can develop substitutes for existing products.

LO 4: Identify elements of the competitive environment

TEXT REFERENCE

Management Connection – Progress Report

As part of its innovation, Apple has needed to forge new relationships with creators of online content which includes recording companies. More recently, magazines publishers are joining the App Store to provide their products to consumers in a digital format. Publishers must pay 30% of revenues to Apple, so they are reducing their income per subscription, but the iPod and other Apple devices are so popular that publishers are afraid not to jump on board. With so many applications and devices coming into the market, these complex relationships can get stormy. In some cases Apple and its competitors are buying components from the same suppliers, such as with Samsung.

- How do you think things will work out between the Google Android platform and the Apple platform with regard to cell phones and tablet computers?
 - Which company has the most power and leverage in Apple's supply chain? Why?
-

D. Suppliers

- a. Suppliers provide the resources needed for production and may come in the form of people, raw materials, information, and financial capital.
- b. Suppliers can raise their prices or provide poor quality goods and services.
- c. Labor unions can go on strike or demand higher wages.
- d. Workers may produce defective work.

E. Customers

- a. Customers purchase the products or services the organization offers.
- b. **Final consumers** are those who purchase products in their finished form.
- c. **Intermediate consumers** are customers who purchase raw materials or wholesale products before selling them to final customers.
 - i. Customer service means giving customers what they want or need, the way they want it, the first time.
 - ii. Actions and attitudes that mean excellent customer service include:
 - a.) Speed of filling and delivering normal orders.
 - b.) Willingness to meet emergency needs.
 - c.) Merchandise delivered in good condition.
 - d.) Readiness to take back defective goods and re-supply quickly.
 - e.) Availability of installation and repair services and parts.
 - f.) Service charges (that is, whether services are “free” or priced separately).

Teaching Tip:

Have students review and give feedback on each others’ responses to the pre-class assignment (Experiential Exercise 2.1) at this point in the lecture. The best way to do this is in pairs. Each student reads the other’s paper, and then both students talk about environmental factors that have been misclassified, and other environmental factors that could be added. Students should correct their own papers before turning them in, and if possible, students should get feedback from the professor or teaching assistant about both the paper and the corrections.

LO 5: Summarize how organizations respond to environmental uncertainty

III. Environmental Analysis

- a. Developments outside the organization can have a profound impact on the way managers operate.
- b. Example: if little is known about customer likes and dislikes, organizations will have a difficult time designing new products, scheduling production, or developing market plans.
- c. **Environmental uncertainty** means that managers do

E. G.

Use Example 2.3 – Environmental Complexity here

not have enough information about the environment to understand or predict the future.

- d. Uncertainty arises from two related factors:
 - 1. Environmental *complexity*, or the number of issues to which a manager must attend, as well as their interconnectedness.
 - 2. *Dynamism*, or the degree of discontinuous change that occurs within the industry.

A. Environmental scanning

- a. A process that involves searching out information that is unavailable to most people and sorting through that information in order to interpret what is important and what is not.
- b. **Competitive intelligence** is the information necessary to decide how best to manage in the competitive environment they have identified. (Table 2.2)

B. Scenario Development

- a. **Scenario** is a narrative that describes a particular set of future conditions.
- b. **Best-case scenario**--events occur that are favorable to the firm.
- c. **Worst-case scenario**--events are all unfavorable.
- d. Scenario development helps managers develop contingency plans for what they might do given different outcomes.

C. Forecasting

- a. Used to predict exactly how some variable or variables will change in the future.
- b. The best advice for using forecasts might include the following:
 - 1. Use multiple forecasts
 - 2. Accuracy decreases the farther into the future you are trying to predict.
 - 3. Forecasts are no better than the data used to construct them
 - 4. Use simple forecasts
 - 5. Important events often are surprises and represent a departure from predictions

E.G.

Use Example 2.4 – Competitive Intelligence here

Teaching Tip:

Ask students to image different scenarios that might impact your school, and to develop contingency plans that might address those scenarios. This can either be done as a discussion question with the entire class, or students can work in groups to answer the question, and report back. For example, a possible scenario might center around a population boom or bust. In a population boom, universities might respond by setting up satellite campuses, whereas in a bust, universities might look for additional students by setting up international programs and/or programs targeted to meet the needs of working professionals.

D. Benchmarking

- a. **Benchmarking** is the process of comparing the organization's practices and technologies with those of other companies.
- b. Benchmarking means identifying the best-in-class performance by a company in a given area.

IV. Responding to the Environment

A. Changing the Environment You Are In

1. **Strategic maneuvering** is the organization's conscious efforts to change the boundaries of its task environment. It can take four basic forms:
 - a. **Domain selection** is the entrance by a company into another suitable market or industry.
 - b. **Diversification** occurs when a firm invests in different types of businesses or products, or when it expands geographically to reduce its dependence on a single market or technology.
 - c. A **merger or acquisition** takes place when two or more firms combine, or one firm buys another, to form a single company.
 - d. **Divestiture** occurs when a company sells one or more businesses.
2. **Prospectors** are companies that continuously change the boundaries of their task environments by seeking new products and markets, diversifying and merging, or acquiring new enterprises.
3. **Defenders** are companies that stay within a more limited, stable product domain

B. Influencing your environment

1. **Independent strategies** are strategies that an organization acting on its own uses to change some aspect of its current environment. (Table 2.4)
2. **Cooperative strategies** are strategies used by two or more organizations working together to manage the external environment. (Table 2.5)

C. Adapting to the Environment: Changing Yourself

1. Four different approaches that organizations can

E.G.

*Use Example 2.5 Independent
Strategies here*

**LO 6: Define elements of an
organization's culture**

**LO 7: Discuss how an organization's culture affects its
response to its external environment**

take in adapting to environmental uncertainty are:
(Table 2.3)

- a. Decentralized bureaucratic (stable, complex environment)
- b. Centralized bureaucratic (stable, simple environment)
- c. Decentralized organic (dynamic, complex environment)
- d. Centralized organic (dynamic, simple environment)

2. Adapting at the boundaries.

- a. **Buffering** is creating supplies of excess resources in case of unpredictable needs.
- b. **Smoothing** is leveling normal fluctuations at the boundaries of the environment.

3. Adapting at the core.

- a. **Flexible process** allows for adaptation in the technical core to meet the varied and changing demands of customers.

D. Choosing a Response Approach

1. Three general considerations help guide management's response to the environment.
 - a. Change appropriate elements of the environment.
 - b. Choose responses that focus on pertinent elements of the environment.
 - c. Choose responses that offer the most benefit at the lowest cost.

V. The Internal Environment of Organizations: Culture and Climate

- A. **Organization culture** is the set of important assumptions about the organization and its goals and practices that members of the company share.
1. Strong cultures
 - a. Everyone understands and believes in firm's goals, priorities, and practices.
 - b. An advantage if appropriate behaviors are supported.

E. G.

Use Example 2.6 Corporate Culture here

TEXT REFERENCE

Management Connection – Onward

Apple's CEO, Steve Jobs, has described Apple's culture as "that of a start-up." A new company typically is run by the founder, who has a passion for some new idea or a desire to create something new (the organization) to deliver a product or service better than others do. As noted at the beginning of this chapter, Apple ended the previous century with a doubtful future. The customers for its computers were a loyal but small sliver of the personal computer market. Investors were so doubtful about Apple's prospects that the company's stock was trading for a few dollars per share. Jobs returned to Apple and made some changes that refocused the company on its start-up culture. He discontinued projects that were unrelated to his vision, encouraged active debate about new ideas, and forced people in different functions to work together on strategy—for example, seeing the retail activities as related to product design activities. Together, these efforts enabled the company to drive innovation as it had when it was a start-up. Jobs was able to lead this effort because he was respected as the founder and as someone with visionary ideas plus the ability to sell them. In 2011, Jobs lost his personal battle with pancreatic cancer and Apple's chief operating officer, Tim Cook, was selected to lead the company. Cook is widely respected, but not because he is a clone of Jobs. Quite the contrary—he is known for being calm, quiet, and serious-minded, managing processes more than pitching new products. Cook is, however, respected for his track record.

2. Weak cultures
 - a. Different people hold different values
 - b. Confusion about corporate goals
 - c. Not clear what principles should guide decisions

- Using the model of cultural types in Figure 2.6, which type of culture do you think Apple has? Why?
 - How can Apple's managers reinforce Apple's culture in the absence of Steve Jobs?
-

B. Diagnosing Culture

1. Culture can be diagnosed through the following:
 - a. Corporate mission statements and official goals. (Figure 2.5)
 - b. Business practices.
 - c. Symbols, rites, and ceremonies.
 - d. The stories people tell.
2. Four types of organizational culture (Figure 2.6)
 - a. Group culture - flexible, internal focus
 - b. Hierarchical structure - controlling, internal focus
 - c. Rational culture - controlling, external focus
 - d. Adhocracy - flexible, external focus

C. Managing Culture

1. Espouse lofty ideals and visions for the company
2. Give constant attention to mundane, daily details
3. CEO's need to embody the vision of the company

D. Organizational Climate

KEY TERMS PRESENTED IN THIS CHAPTER

Acquisition One firm buying another

Barriers to entry Conditions that prevent new companies from entering an industry

Benchmarking The process of comparing an organization's practices and technologies with those of other companies

Buffering Creating supplies of excess resources in case of unpredictable needs

Competitive environment The immediate environment surrounding a firm; includes suppliers, customers, rivals, and the like

Competitive intelligence Information that helps managers determine how to compete better

Cooperative strategies: Strategies used by two or more working organizations working together to manage the external environment

Defenders Companies that stay within a stable product domain as a strategic maneuver

Demographics Measures of various characteristics of the people who make up groups or other social units

Diversification A firm's investment in a different product, business, or geographic area

Divestiture A firm selling one or more businesses

Domain selection Entering a new market or industry with an existing expertise

Empowerment The process of sharing power with employees, thereby enhancing their confidence in their ability to perform their jobs and their belief that they are influential contributors to the organization

Environmental scanning Searching for and sorting through information about the environment

Environmental uncertainty Lack of information needed to understand or predict the future

External environment All relevant forces outside a firm's boundaries, such as competitors, customers, the government, and the economy

Final consumer Those who purchase products in their finished form

Flexible processes Methods for adapting the technical core to changes in the environment

Forecasting Method for predicting how variables will change the future

Independent strategies Strategies that an organization acting on its own uses to change some aspect of its current environment

Inputs Goods and services organizations take in and use to create products or services

Intermediate consumer A customer who purchases raw materials or wholesale products before selling them to final customers

Macroenvironment The general environment; includes governments, economic conditions, and other fundamental factors that generally affect all organizations

Merger One or more companies combining with another

Open systems Organizations that are affected by, and that affect, their environment

Organizational climate: The patterns of attitudes and behavior that shape people's experience of an organization

Organization culture The set of important assumptions about the organization and its goals and practices that members of the company share

Outputs The products and services organizations create

Prospectors Companies that continually change the boundaries for their task environments by seeking new products and markets, diversifying and merging, or acquiring new enterprises

Scenario A narrative that describes a particular set of future conditions

Smoothing Leveling normal fluctuations at the boundaries of the environment

Strategic maneuvering An organization's conscious efforts to change the boundaries of its task environment

Supply chain management The managing of the network of facilities and people that obtain materials from outside the organization, transform them into products, and distribute them to customers

Switching costs Fixed costs buyers face when they change suppliers

LECTURETTES

LECTURETTE 2.1

Being Mindful instead of Mindless: Johnsonville Sausage

As noted in this chapter, excelling at the profession of management takes careful thinking and learning. Harvard psychologist Ellen Langer calls this “being mindful.” How can a company inspire employees to adopt this approach to their work? Johnsonville Sausage has managed to craft a company culture that asks employees to keep their minds engaged at all times. Their company creed makes it clear. What they call “The Johnsonville Way” is posted on their website, and their success as an organization suggests that they “walk the talk.”

The Johnsonville Way

Date Posted: 04/08/2007

We at Johnsonville have a moral responsibility to become the Best Company in the World.

We will accomplish this as each one of us becomes better than anyone else at defining, and then serving, the best interests of all those who have a stake in our success.

We will succeed by setting near-term objectives and long-term goals that will require personal growth and superlative performance by each of us. We will change any objectives or goals that no longer require personal growth and superlative performance to ones that do.

As an individual, I understand The Johnsonville Way is about my performance and my accountability to the team. My commitment to stretch, grow and excel is an unending one.

This is The Johnsonville Way and I am committed to it.

The Johnsonville Way also indicates the company’s belief in management science. Their focus on “setting near-term objectives and long terms goals” suggests that they carefully measure and monitor their progress toward those objectives and goals.

Johnsonville is more than just an organization that is focused on management science and keeping employees mindful. Their commitment to “change any objectives or goals that no longer require personal growth and superlative performance to ones that do” suggests that this organization prides itself on being a learning organization. As evidenced by the number of concepts this company creed conveys in just a few lines, “The Johnsonville Way” has been carefully crafted to indicate in a powerful way just exactly the kind of mindset the organization expects from its employees.

(Source: <http://www.johnsonville.com/home/press-room/corp-info/the-johnsonville-way>)

LECTURETTE 2.2

Operations and Human Resources: IBM's Workforce Management Initiative

As the book explains, one way in which an organization can manage its competitive environment is through becoming a globally integrated enterprise. IBM has adopted a human capital management approach to better utilize its talented workforce. Considering labor as an input and IBM products as an output, the company launched its Workforce Management Initiative (WMI) to capture and effectively leverage every employee's skill set and training. All of IBM's approximately 330,000 employees are captured in this database. Having this database allows managers to search for employee talent within the company---around the world---rather than having to look outside to recruit talent and fill current needs. The company estimates that this initiative has saved over \$500 million. In addition to saving the company money, applying this supply chain approach allows the company to estimate its talent capacity for future anticipated needs as well, and to train individuals in a proactive fashion. In 2007, the IBM Institute for Business Value published seven keys to succeed in a globally integrated world of business, written by Eric Lesser, Tim Ringo, and Andrea Blumberg. The seven principles are:

1. Understanding the demographics and capabilities of the workforce.
2. Predicting the future labor supply and demand.
3. Utilizing social networks to increase visibility and application of knowledge across the organization.
4. Enabling individuals to perform work regardless of location.
5. Facilitating collaboration across traditional organizational boundaries.
6. Driving the rapid development of skills and capabilities to meet changing business conditions.
7. Evaluating employee performance and providing appropriate feedback.

Sources:

<http://intelligententerprise.informationweek.com/showArticle.jhtml;jsessionid=FRFIJGEA3BMIXQE1GHP SKHWATMY32JVN?articleID=175002433> (accessed on December 22, 2009)

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accessed on December 22, 2009)

DISCUSSION QUESTIONS

1. **This chapter's opening quote by Peter Drucker said, "The essence of a business is outside itself." What do you think this means? Do you agree?**

Students may ask: What is meant by the word "essence?" It has a number of meanings. However, according to the dictionary, it means "that which makes something what it is." It is important to remember that the purpose of a successful business is to get customers and to retain customers.

Using the definition above, Drucker's statement can be interpreted to mean that it is the outside environments that determine the nature of business. This can be illustrated through the use of an example. A new automobile manufacturer entering the U.S. market is faced with

three large domestic companies and a number of well-established foreign firms. The newcomer's strategy has to take this external environment into consideration. This can be contrasted with a new company entering a business in which the competition is limited to three or four small firms.

However, one can argue that even though the external environments can have a dramatic impact on a business, it is still management's responsibility to develop a strategy to enable the organization to grow and prosper.

2. What are the most important forces in the macroenvironment facing companies today?

In order to answer this question, the student probably needs to recognize that different companies operate in different industries and a critical macroenvironment force facing one company may be a minor factor for another. Three examples are given below:

- Economy. The economy is always a factor. A booming economy may allow a new business to grow and prosper while a depressed economy would cause it to fail. Some businesses do very well in booming economies whereas others (notably the entertainment industry) seem to flourish during times when the economy is weak.
 - Technology. Consider the impact of rapidly changing technology on the computer industry. Most of the early innovators are no longer in business, and many of the current leaders might not survive another dramatic change in technology. And yet, in other industries (such as candy making), the technology has been unchanged for many years.
 - Political/legal. This factor is having a major impact on the television/telephone/computer interface. Political efforts to increase competition in the cable television industry will probably be a major factor for many years to come.
- Students should be able to identify industries in which each of the forces in the macroenvironment is playing a major role or, at least, have done so in the past.

3. What are the main differences between the macroenvironment and the competitive environment?

The macroenvironment consists of the major forces (international, economic, social and natural, demographic, technological, and political/legal) which affect all businesses to some degree.

The competitive environment. While this is also part of the external environment, it is viewed separately from the macroenvironment in that it focuses on the competitive forces that are specific to each business.

4. What kinds of changes do companies make in response to environmental uncertainty?

Organizations may adapt to the environment by altering their work structures and work processes in order to reduce uncertainty. When uncertainty arises due to environmental complexity, many organizations adopt more decentralized decision-making structures. This allows people with the most direct knowledge of a particular product or operation to make important decisions rather than a centralized unit that may be more removed from the daily business activities.

When uncertainty arises due to changes in the environment, many organizations adopt more flexible structures. When technologies, customers, and competitors change rapidly, a highly rigid, bureaucratized organization is less able to respond effectively, thus responsiveness and innovation become priorities.

Organizations can adapt to uncertainty by buffering at both the input and output sides of their boundaries. They may do this by hiring temporary workers during rush periods on the input side, and by maintaining adequate inventory in order to manage a rush of orders on the output side. Organizations may also adapt at their core by establishing flexible processes such as mass customization which allows an organization to produce large quantities at low cost, yet still offer individual customization.

5. **We outlined several proactive responses organization can make to the environment. What examples have you seen recently of an organization responding effectively to its environment? Did the effectiveness of the response depend upon whether the organization was facing a threat or an opportunity?**

A number of proactive responses to the environment are identified in the text:

Independent strategies: The firm acts on its own to change some aspect of the current environment through competitive aggression, competitive pacification, public relations, voluntary action, legal action, or political action.

Cooperative strategies: The firm collaborates with another organization to either reduce their costs and risks or increase their power relative to the environment.

Strategic maneuvering: The firm attempts to change the boundaries of its competitive environment through domain selection (entering new markets with limited competition or regulation), diversification (investing in different types of business), mergers and acquisitions, or divestiture.

Challenge students to identify firms that are adopting each of these strategies and whether or not they are doing so in response to a threat or an opportunity.

6. **Select two organizations that you are interested in. Research information about the firms or talk with an employee if possible. What types of cultures do they have? Write a paragraph that describes each culture.**

EXAMPLE: "Company X seems to really care about their new employees. The employee I spoke to told me that the company actively encourages employees to move from job to job within the organization - that sounded great to me. In addition, I found out that people have a lot of flexibility to work on their terms - for example, being in the office at 9am doesn't matter as much as whether or not you get the job done. To me, this company looks like it has a group culture."

7. **When you were visiting colleges to decide where to attend, were there cultural differences in the campuses that made a difference in your choice? How did these differences impact your decision on which college to attend?**

Student responses to this question will differ widely, but if they understand the concept of culture, they should talk about the "feeling" a place has - organized, productive, friendly, etc. If students have visited several college campuses, they should definitely be able to talk about difference in culture for each campus. For example, in California, one might perceive USC as being very sports-oriented, Occidental as being very arts-oriented and exclusive, UCSD as a school that produced "renaissance people", CalTech as being a place for brains and geeks, and San Diego State as a party school. Note that all of these perceptions of culture have value judgments attached to them, and they may or may not be accurate.

CONCLUDING CASE

Wild Water Gets Soaked

Case Summary:

This case reveals how important it is to organizations of all sizes to be prepared and ready to implement changes in business scope and even product mix in order to combat the effects of external forces. As the case depicts, external environmental changes – changes in competition and consumers' preference, to name a few - often strongly impact companies. Changes such as these necessitate that an organization, desiring to remain profitable, must be willing to modify operations to better accommodate its changing consumers' needs.

Chapter Topics Related to the Case:

- Discuss how environmental forces impact organizations
- Describe the purpose of an environmental analysis
- Discuss how organizations like the Salernos operation can conduct environmental analyses
- Identify how an organization can better adapt to the demands of its external environment
- Identify how an organization can influence its external environment
- Differentiate between an organization's external and competitive environments

Case Discussion Questions:

1. **Imagine that you are a management consultant hired by the Salernos to help them navigate the choppy waters ahead. First, describe the elements of the macroenvironment and competitive environment that affect Wild Water now. Then describe elements that you anticipate will affect the water park in the next few years.**

The elements of the macroenvironment that are going to be affecting Wild Water are demographics (the changing clientele attracted by the new condos), technology (the upscale chain park), the economy (the price of tickets, along with the costs of running the park), laws and politics (the new state safety law). Wild Water will also be affected by the competitive environment in the form of rivals (the chain park), substitutes (golf, deep-sea fishing trips), and a customer base that is potentially changing.

2. **Next, describe the organization's culture. Discuss how the current culture affects the way it responds to the organization's external environment.**

Wild Water has a strong group culture. Despite the "hierarchy", employees at Wild Water are considered "family", and there is a sense of cohesiveness, participation, and teamwork. Having a group culture means that the staff at Wild Water are probably going to care more about loyalty, tradition, and developing employees than they will about gaining a competitive advantage or market superiority. Having a strong culture means that Wild Water can identify and support appropriate behaviors for moving the company forward.

3. **Now, create a plan for Wild Water. In your plan, describe what changes the organization needs to make in its culture to meet upcoming challenges in the external environment. Then**

describe steps that Wild Water can take to compete successfully against the new amusement park. How can the Salernos keep their loyal customers happy while attracting new ones?

The first thing Wild Water managers will need to do is to understand the changes to their environmental and competitive environments. As noted in the text, there are three considerations that guide the choice of a response approach to the environment: 1) changing the appropriate elements of the environment; 2) choosing responses that focus on pertinent elements of the environment; and 3) choosing responses that offer the most benefit at the lowest cost. In this case, independent action may be the best way for Wild Water to change the environment. If they started working right away, they would be able to bring their park up to the new safety standard laws. The next thing they need to do is embark on a public relations campaign - making sure that their best features are highlighted in advertising, and that the advertising reaches the right people. They may not be able to compete head-to-head with the new chain park, but they may still be able to engage in competitive aggression through the use of aggressive pricing.

EXPERIENTIAL EXERCISE

EXERCISE 2.1: EXTERNAL ENVIRONMENT ANALYSIS

Objective

To give students the experience of performing an analysis of a company's external environment.

Suggested Responses to Student Questions

1. **Laws and Regulations. What are some key laws and regulations under which this company and the music industry must operate?**

Key laws and regulations in the music industry might include copyright regulations, contracts, royalty practices in retail sales and radio broadcasting, anti-trust, advertising regulations, foreign-trade practices.

2. **The Economy. How does the state of the economy influence the sales of this company's products?**

The state of the economy has traditionally had less of an immediate impact on the music industry than on some others. CDs and on-line music sales tend to be low-ticket items and are less likely to be affected too adversely even by a recession. A key driver of sales is the presence or absence of popular new talent.

3. **Technology. What new technologies strongly affect the company you have selected?**

New technologies permitting on-line music sales, like iTunes, and recording and playing devices like iPod and upcoming cellphone technologies, increase the easy availability and sale of music products. They also allow music companies to avoid the expense of manufacturing and distributing CDs, and sharing sales revenues with retailers. A major downside is that new technologies permit easy copying of music without payment. Technology that can provide copyright protection (e.g., preventing unauthorized copying) may be one solution to this problem.

4. Demographics. What changes in the population might affect the company's customer base?

Demographics affecting the company might include changes in the population of young people who are the primary purchasers of pop music (conversely, the gradual decrease in classical music sales as the demographic for that segment ages) and the growing importance of the Hispanic market.

5. Social Issues. What changes in society affect the market for your company's music products?

Social issues affecting the company include not only the increased tolerance for illegal copying of music, but also the increased fragmentation of public tastes and interests. Objections to obscenity in lyrics and the rising influence of the religious market, are other social factors influencing the music business.

6. Suppliers. How does your company's relationship with suppliers affect its profitability?

The lower the cost of supplies, the more profit the company will make. In the music industry, supplies are both tangible (the cost of CDs and jewel cases, for example) and intangible (the money paid to artists.) Companies that introduce new artists may take bigger risks, but also have smaller costs than companies that record and distribute the music of established acts.

7. Competitors. What companies compete with the firm you have selected? Do they compete on price, on quality, or on other factors?

Key competitors in the industry include Bertelsmann, EMI, Sony, Universal, and Warner Music. In the past, many more companies existed, but the industry has experienced considerable consolidation. (There might be even more consolidation but for anti-trust regulations in the U.S. and Europe.) The companies do not compete on price at all, or even on the quality of their products per se; the main sources of competitive advantage are the companies' backlist - the music copyrights they own - and, even more important, the new talent they are able to find and sign. Most music buyers do not know or care which company is selling the music they are buying.

8. New entrants. Are new competitors to the company likely? Possible?

Traditionally, new entrants were extremely unlikely; given the large capital investment the music business requires (millions to launch a new album, for example). That may still be the case, but today potential new entrants include music distributors themselves, like Apple, who can decide to bypass music companies and sign new talent on their own. This is unlikely, as companies like Apple currently do not have the expertise, experience, or perhaps even interest in the business. But it remains a possibility that music companies need to take into account, particularly as on-line distributors become an increasingly important part of the supply chain. In addition, the ability to sell music on-line may reduce the need for some well-known artists to rely on the marketing and distribution capabilities of music companies, and to sell directly to consumers on their own.

9. Substitutes. Is there a threat of substitutes for the music industry's existing products?

There are many substitute delivery systems for music, and the music industry is constantly being threatened by non-paying delivery systems. Music itself is more difficult to replace, however time spent on other forms of entertainment may decrease the amount of time and money spent on music.

10. Customers. What characteristics of the company's customer base influence the company's competitiveness?

Customers in the industry are characterized mainly by the fickleness, volatility, and unpredictability of their tastes. Only a small fraction of new releases succeed - and these are new releases issued by extremely experienced, knowledgeable companies, in an extremely competitive industry. Even sales of new albums by well-known groups are difficult to predict, and very few stars maintain their longevity. In addition, many customers think there is nothing wrong with making free copies of music for their friends, nor do they have great affection or respect for music companies.

Suggested Responses to Discussion Questions

1. What has the company done to adapt to its environment?

To adapt to the environment, music companies are taking over more of the supply chain, manufacturing their own CDs and managing their own music clubs. They are making deals with on-line music distributors to sell individual songs. They are also increasing their on-line marketing efforts, as in letting AOL offer its customers music video and song samples.

2. How does the company attempt to influence its environment?

To influence the environment, music companies pay slotting fees to retailers to gain shelf space, and pay fees to ensure play time on radio stations. They heavily market new releases. They are aggressively seeking to enforce copyright laws forbidding illegal copying - their success in shutting down Napster is an example of that. They are also enlisting the artists themselves in an effort to educate and influence the public on the illegal copying issue. In the U.S., they are also asking the government to pressure China to reduce the widespread music piracy in that country.

EXERCISE 2.2 - CORPORATE CULTURE PREFERENCE SCALE

Objectives

- To expose students to different types of corporate cultures.
- To help students identify the kind of organization in which they would most like to work.
- To help students see how classroom cultures can differ along the same lines as corporate cultures.

Case Discussion Questions:

- 1. Review the four types of corporate cultures outlined in the exercise. Working in small groups, give examples of classes you have taken that correspond to each of the different types of corporate culture dimensions.**

Student responses will vary, but in general, you can expect to see the following differences across different types of classrooms:

Control Culture - These classes have professors that are firmly in charge of the class and they let students know it. Typically, professors in a control culture will take roll, have large amounts of homework (which may or may not be meaningful to the students), and will give

difficult tests that may or may not be related to the work done previously in class. Control culture classes often place a lot of emphasis on memorization as a learning tool.

Performance Culture - These classes have professors that are interested in learning and who foster a learning environment with their students. Class assignments are typically relevant and give students new skills, and although tests may be difficult, they are clearly related to what has been presented in class. Students often describe these classes as challenging, but fair and interesting. In a performance culture, the primary emphasis is on learning and growth.

Relationship Culture - These classes have professors that become ‘friends’ with students. Students feel that their opinions count, that their voices are heard, and that they contribute to learning, along with the professor.

Responsive Culture - This class is constantly changing to keep up with the latest changes in the field. It may be taught online or it may evolve as students bring in additional information.

2. How do you know what kind of culture a class has? What do you look for that tells you how the class is going to be?

Again, student responses will vary, but students are likely to talk about professor behavior (business practices), the class syllabus (corporate mission statement and official goals), ritualized behaviors such as distributing paperwork and taking roll (symbol, rites, and ceremonies), and student reviews of the class (the stories people tell.)

EXAMPLES

Example 2.1 – Environment Influences: In February, 2001, the last typewriter repair shop closed in New York City.¹ Did it close because its employees didn’t do good work? Because of a poor organizational structure? No, the typewriter repair store simply fell victim to a changing environment - changes in technology decreased demand for services and finally shut the business down.

Example 2.2 – Laws and Regulations: The macroenvironment is composed of international, legal and political, economic, technological and social forces that influence strategic decisions. Many of these factors affect a manager’s ability to function effectively and influence their strategic choices – interest and inflation rates, unemployment rates, rising energy costs, rising health care costs and changes in the value of the dollar to name a few. In Malaysia when the cost of doing business is artificially inflated, the customer bears the charge without any real gain in value. One such example was The Private Healthcare Facilities and Services Act 1998 and Regulations (2006). This act stipulate higher charges by private medical practitioners to which must be added the cost of registration.²

Example 2.3 – Environmental Complexity: Recently, more and more Americans are becoming aware of the environment - specifically the air that they breathe. With concerns about global

¹ “TECH.Tuesday”, February 20, 2001, Vol. 13, #23. Retrieved August 15, 2005 from http://web.dexter.k12.mi.us/tech_resource/tec_tue/tt110.html.

² Singh, Beldev. “Keep cost of doing business low.” *New Straits Times (Malaysia)*. August 21, 2006, pg. 25.

warming and pollution at an all-time high, people want to be sure that they and their companies are acting in environmentally responsible ways. Americans spend 90% of their time indoors and much of that at work. According to the EPA, air pollution is up to five times worse inside than outside. Harsh cleaning chemicals contribute to the problem. Approximately 37 million Americans suffer from chemical sensitivity, leading to increased absenteeism and health costs. Managers who promote the use of eco-cleaners, which do not evaporate harmful materials into the air, can reduce their costs, make the workplace safer for their workers, and improve their reputation as part of the “green movement”.³

Example 2.4 – Competitive Intelligence: Faced with declining customer-service ratings and prices higher than competitors, Michael Dell recently resumed the role of chief executive at the company he founded. His initial steps to be more competitive focused on eliminating redundancies throughout the business. He began by eliminating eight senior executives, suspending bonuses and providing limited discretionary awards to exceptional performers. Dell urged employees to work quickly to turnaround the company. He said “There is no luxury of time. The competitors are fierce.”⁴

Example 2.5 – Independent Strategies: As global warming is threatening the viability of Aspen’s famed ski resort, companies there are responding by becoming pioneers in corporate environmentalism. Aspen uses biodiesel fuel in its bulldozer-sized snowcats, uses a speck of dust to seed artificial snowflake which consumes less water and energy, vehicle shop is partly heated with used motor oil, Coke machines run on motion sensors, toilets have two different flush settings—half flush and full flush, and resorts add \$2 a day to the bill of every hotel guest donating it to the Aspen Valley Land Trust to preserve open space. Aspen managers must complete an environmental impact assessment for each request for capital spending. Auden Schendler, Aspen’s director of environmental affairs, wants “Aspen to be a thought leader – not just to be doing it, but talking about how we do it.”⁵

This is a good example of both the public relations and voluntary action approaches to changing the environment. (Table 2.4)

Example 2.6 – Corporate Culture: Jeff Bezos, the founder of [Amazon.com](https://www.amazon.com), is adamant about his company’s culture. In a recent interview with the Harvard Business Review, he says, “First, we are willing to plant seeds and wait a long time for them to turn into trees.” He also says that he pays as much attention to what’s NOT going to change in the next five to ten years, as he does to what’s going to change. In this way, he believes he can create a stable, long-lasting strategy, rather than a strategy that has to be constantly reinvented. At the same time, he is totally customer-focused. He says that when a decision is “too hard”, the way to answer it is to say “Well, what’s better for the consumer?” One of the business practices that best defines [Amazon.com](https://www.amazon.com)’s corporate culture is that every person in the organization, no matter what their job title, has to spend two days doing customer service in a call center every two years.⁶

³ Boulden, Jennifer. “The air in there.” *Fast Company*, September 2007, Iss. 118, pg. 64.

⁴ *Techweb Newswire*. “Dell suspends bonuses, streamlines management.” February 5, 2007

⁵ Fishman, Charles. “Degree of difficulty.” *Fast Company*, February 2007, Issue 112, pg. 94

⁶ Kirby, Julia and Stewart, Thomas A. “The institutional YES.” *Harvard Business Review*, Oct. 2007, Vol. 85, Issue 10, pp 74-82.

SUPPLEMENTAL FEATURES

Please see the following materials in the Asset Gallery on the text website.

CHAPTER VIDEO

- **Pikes' Place Fish Market: Something Fishy**

Days start early at Pike's Place Fish Market with workers handling smelly fish for long 12 hour days. Somehow they never get crabby working in an outdoor market that is cold and busy. When someone buys a fish, workers throw them through the open air market to other workers who catch the fish and wrap them up for the customer to take with them. People arrive from all over the world to watch the action. John Yokoyama is owner and man in charge who decided they would become world famous. He encouraged an environment and work culture of fun and pleasure. He wants his workers to look forward to coming to work, so he encouraged throwing fish. You may not be able to throw your paperwork or work equipment like they throw fish, but there are ways that you can laugh and play at work. Yokoyama's staff quickly grew from six to a team of 21. He teaches that working together is an opportunity to "be in relationship" with one another. Today, companies are paying thousands of dollars for videos and live training from these fish market workers who believe in the philosophy of making work fun.

MANAGER'S HOT SEAT (MHS)

There are no Manager's Hot Seat clips for this chapter

SELF-ASSESSMENT

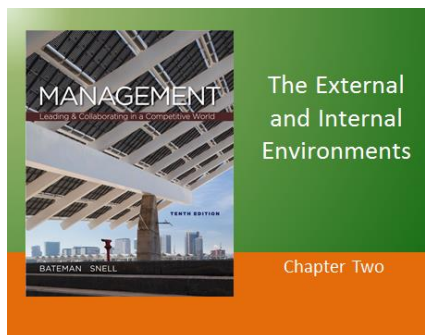
- **Corporate Culture Preference Scale**

TEST YOUR KNOWLEDGE

- **Macro Environmental Forces**

EXPANDED POWERPOINT SLIDE SHOW

Expanded PowerPoint Slides include most Basic PowerPoint slides, along with additional material that can be used to expand the lecture.



EXPANDED POWERPOINT SLIDE 1
Chapter Title

- ### Learning Objectives
- LO 1** Describe how environmental forces influence organizations and how organizations can influence their environments.
 - LO 2** Distinguish between the macroenvironment and the competitive environment.
 - LO 3** Explain why managers and organizations should attend to economic and social developments.
 - LO 4** Identify elements of the competitive environment.

EXPANDED POWERPOINT SLIDE 2
LO 1 – LO 4

- ### Learning Objectives (cont.)
- LO 5** Summarize how organizations respond to environmental uncertainty.
 - LO 6** Define elements of an organization's culture.
 - LO 7** Discuss how an organization's culture and climate affects its response to its external environment.

EXPANDED POWERPOINT SLIDE 3
LO 5 – LO 7

Organization Inputs and Outputs

Figure 2.1



EXPANDED POWERPOINT SLIDE 4
Figure 2.1: Organization Inputs and Outputs

Open Systems

- ✦ **Open systems**
 - ↳ Organizations that are affected by, and that affect, their environment.



EXPANDED POWERPOINT SLIDE 5
Open Systems: Definition.

Open Systems

- ✦ **Inputs**
 - ↳ Goods and services organizations take in and use to create products or services.
- ✦ **Outputs**
 - ↳ The products and services organizations create.

EXPANDED POWERPOINT SLIDE 6
Open Systems: Inputs & Outputs

Open Systems

- ✦ **External environment**
 - ↳ All relevant forces outside a firm's boundaries, such as competitors, customers, the government, and the economy.
- ✦ **Competitive environment**
 - ↳ The immediate environment surrounding a firm; includes suppliers, customers, rivals, and the like.

EXPANDED POWERPOINT SLIDE 7
External/Competitive Environment

Open Systems

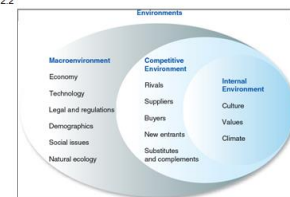
- ✦ **Macroenvironment**
 - ↳ The general environment; includes governments, economic conditions, and other fundamental factors that generally affect all organizations.



EXPANDED POWERPOINT SLIDE 8
Macroenvironment

The External Environment

Figure 2.2



EXPANDED POWERPOINT SLIDE 9
Figure 2.2: The External Environment

The Economy

- ✦ The **economic environment** dramatically affects managers' ability to function effectively and influences their strategic choices.
- ✦ Interest and inflation rates affect the **availability** and **cost** of capital, growth opportunities, prices, costs, and consumer demand for products.

Twelve Month Comparison of Stock Markets

Figure 2.3



The Economy

- ✦ In **publicly held** companies, managers may feel required to meet Wall Street's earnings expectations.
- ✦ Managers may focus on **short-term** results at the expense of long-term success
- ✦ Some managers may be tempted to engage in **unethical** or **unlawful** behavior that misleads investors

EXPANDED POWERPOINT SLIDE 10

The Economy: The economic environment...

EXPANDED POWERPOINT SLIDE 11

Figure 2.3: Twelve month comparison of stock markets

EXPANDED POWERPOINT SLIDE 12

The Economy: publicly held companies...

Technology

- ✦ Technological advances create new **products**, advanced production **techniques**, and better ways of managing and communicating.
- ✦ As technology evolves, **new** industries, markets, and competitive **niches** develop.

Laws and Regulations

- ✦ **Regulators** include agencies such as:
 - ↳ Occupational Safety and Health Administration (OSHA)
 - ↳ Interstate Commerce Commission (ICC)
 - ↳ Federal Aviation Administration (FAA)
 - ↳ Equal Employment Opportunity Commission (EEOC)
 - ↳ National Labor Relations Board (NLRB)
 - ↳ And many others

Demographics

- ✦ **Demographics**
 - ↳ Measures of various characteristics of the people who make up groups or other social units



EXPANDED POWERPOINT SLIDE 13

Technology

EXPANDED POWERPOINT SLIDE 14

Laws and Regulations

EXPANDED POWERPOINT SLIDE 15

Demographics: defn.

Demographics

- ✦ **Demographic trends**
 - ↳ Growth of the labor force
 - ↳ Increasing education and skill levels
 - ↳ Immigration
 - ↳ Increased numbers of women in the workforce
 - ↳ Increasingly diverse workforce

Social Issues

- ✦ Societal trends regarding how people think and behave have major implications for **management** of the labor force, corporate **social** actions, and **strategic** decisions about products and markets.
- ✦ Family leave, domestic partner benefits

The Competitive Environment

Figure 2.4



EXPANDED POWERPOINT SLIDE 16

Demographics: trends

EXPANDED POWERPOINT SLIDE 17

Social Issues and the Natural Environment

EXPANDED POWERPOINT SLIDE 18

Figure 2.4: The Competitive Environment

Competitors

- ✦ **Competition** is most intense when:
 - ↳ There are many direct competitors
 - ↳ Industry growth is slow
 - ↳ Product/service is not easily differentiated

New Entrants

- ✦ **Barriers to entry**
 - ↳ conditions that prevent new companies from entering an industry
 - ↳ capital requirements, restrictive distribution channels

Substitutes and Complements

- ✦ **Substitutes**
 - ↳ alternative products or services
- ✦ **Complements**
 - ↳ products or services that increase purchases of other products

The Product Is ...	The Substitutes Might Be ...
Starbucks coffee	Fast food energy drink
Blockbuster DVD rental	Netflix streaming video
Nissan (car's purchased)	Nissan Service and Honda CR-V (purchased via Zipcar)
SanDisk USB flash drive	CloudPlan online backup service
The Product Is ...	The Complement Might Be ...
Starbucks coffee	Starbucks Cake Pops
Netflix streaming video	Circle K/Roadrunner's program
Touch media player	iTunes music store
Apartment rental	IKEA furniture

EXPANDED POWERPOINT SLIDE 19

Competitors

EXPANDED POWERPOINT SLIDE 20

New Entrants

EXPANDED POWERPOINT SLIDE 21

Substitutes and Complements

Question

_____ costs are fixed costs buyer face if they change suppliers.

A. Exchange
B. Lever
C. Switching
D. Transfer

EXPANDED POWERPOINT
SLIDE 22
Question

Suppliers

- ★ **Suppliers**
 - ↳ provide resources or inputs needed for production
- ★ **Switching costs**
 - ↳ fixed costs buyer face if they change suppliers



EXPANDED POWERPOINT
SLIDE 23
Suppliers

Suppliers

- ★ **Supply chain management**
 - ↳ managing the network of facilities and people that obtain materials from outside the organization, transform them into products, and distribute them to customers

EXPANDED POWERPOINT
SLIDE 24
Supply Chain Management


Customers

- ★ **Final customers**
 - ↳ purchase products in their finished form
- ★ **Intermediate customers**
 - ↳ purchase raw material or wholesale products before selling them to final customers

EXPANDED POWERPOINT
SLIDE 25
Customers

Environmental Analysis

- ★ **Environmental uncertainty**
 - ↳ Lack of information needed to understand or predict the future.



EXPANDED POWERPOINT
SLIDE 26
Environmental Analysis

Environmental Uncertainty

- ★ **Environmental complexity**
 - ↳ The number of issues to which a manager must attend as well as the interconnectedness of these issues
- ★ **Environmental dynamism**
 - ↳ The degree of discontinuous change that occurs within an industry

EXPANDED POWERPOINT
SLIDE 27
Environmental uncertainty

Environmental Analysis

- ★ **Environmental scanning**
 - ↳ searching out information that is unavailable to most people and sorting that information to interpret what is important and what is not.
- ★ **Competitive intelligence**
 - ↳ Information that helps managers determine how to compete better.

EXPANDED POWERPOINT
SLIDE 28
Environmental Scanning and Intelligence

Environmental Analysis

- ★ **Scenario development**
 - ↳ A narrative that describes a particular set of future conditions
 - ↳ Best-case, worst-case
- ★ **Forecasting**
 - ↳ Method for predicting how variables will change the future

EXPANDED POWERPOINT
SLIDE 29
Development and Forecasting

Question

What is the process of comparing an organization's practices and technologies with those of other companies?

A. Comparative technology
B. Benchmarking
C. Process synchronization
D. Process asynchronization

EXPANDED POWERPOINT
SLIDE 30
Question

Environmental Analysis

- ★ **Benchmarking**
 - ↳ The process of comparing an organization's practices and technologies with those of other companies.



EXPANDED POWERPOINT
SLIDE 31
Benchmarking

Changing the Environment You are In

- ★ **Strategic maneuvering**
 - ↳ An organization's conscious efforts to change the boundaries of its task environment
- ★ **Domain selection**
 - ↳ Entrance to a new market or industry with an existing expertise
- ★ **Diversification**
 - ↳ Occurs when a firm invests in a different product, business, or geographic area

EXPANDED POWERPOINT
SLIDE 32
Changing the Environment

Changing the Environment You are In

- ★ **Mergers**
 - ↳ One or more companies combine with another
- ★ **Acquisitions**
 - ↳ One firm buys another
- ★ **Divestiture**
 - ↳ A firm sells one or more businesses
- ★ **Prospectors**
 - ↳ Continuously change the boundaries of their task environment by seeking new products and markets, diversifying and merging, or acquiring new enterprises
- ★ **Defenders**
 - ↳ Stay within a stable product domain as a strategic maneuver

EXPANDED POWERPOINT
SLIDE 33
Changing the Environment: contd.

Chapter 02 - The External and Internal Environments

Influencing Your Environment

Independent strategies

- Strategies that an organization acting on its own uses to change some aspect of its current environment.

Cooperative strategies

- Strategies used by two or more organizations working together to manage the external environment.

Independent Action

Table 2.3

Strategy	Definition	Examples
Competitive aggression	Exploiting a distinctive competence or improving relative efficiency for competitive advantage	Aggressive pricing, comparative advertising (e.g., Best Buy's)
Competitive positioning	Implementing action to improve relations with competitors	Helping competitors find new markets
Public relations	Establishing and maintaining favorable images in the minds of those making up the environment	Sponsoring sporting events
Voluntary action	Voluntary commitment to various interest groups, issues, and social problems	Johnson & Johnson donating supplies to hurricane victims
Legal action	Engaging company in private legal battle	Warner Music lawsuits against illegal music copying
Political action	Efforts to influence elected representatives to create a more favorable business environment or limit competition	Issue advertising, lobbying at state and national levels

Cooperative Action

Table 2.5

Strategy	Definition	Examples
Contraction	Negotiation of an agreement between the organization and another group to exchange goods, services, information, patents, and so on	Contractual marketing systems
Cooptation	Absorbing new elements into the organization's leadership structure to avert threats to its stability or existence	Consumer and labor representatives and bankers on boards of directors
Coalition	Two or more groups that coalesce and act jointly with respect to some set of issues for some period of time	Industry associations; political initiatives of the Business Roundtable and the U.S. Chamber of Commerce

EXPANDED POWERPOINT SLIDE 34

Table 2.4: Influencing your Environment

EXPANDED POWERPOINT SLIDE 35

Table 2.3: Independent Action

EXPANDED POWERPOINT SLIDE 36

Table 2.5: Cooperative Action maneuvering...

Adapting to the Environment

Buffering

- Creating supplies of excess resources in case of unpredictable needs.

Smoothing

- Leveling normal fluctuations at the boundaries of the environment.

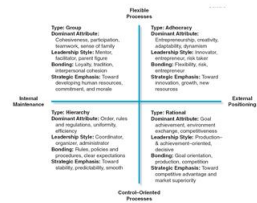
Organization Culture

Organizational culture

- The set of important assumptions about the organization and its goals and practices that members of the company share
- In strong cultures, the majority of people within the organization agree on organizational goals
- In weak cultures, the majority of people within the organization disagree on organizational goals

Competing Values Model of Culture

Figure 2.6



EXPANDED POWERPOINT SLIDE 37

Adapting to the Environment

EXPANDED POWERPOINT SLIDE 38

Organization Culture

EXPANDED POWERPOINT SLIDE 39

Figure 2.6: Competing Values Model of Culture

Video: Pike Place Fish Market

- What does it mean at Pike Place Fish to be world famous? Why does it take some new employees months to understand this concept?
- What role does organizational culture play in Pike Place Fish's quest to be world famous? Why are other firms such as Coffee Bean & Tea Leaf adopting the "fish" philosophy?
- How does Pike Place Fish create the context for workers to reach their maximum potential? What role does socialization and mentoring play in creating and nurturing this atmosphere?



EXPANDED POWERPOINT SLIDE 40

Video: Pike's Place Fish Market