1. **1, For many years the name Polaroid was  synonymous with cameras that printed pictures immediately after the picture was taken.  However Polaroid lost it's place in the marketplace.  Review the two articles below and then respond to the 3 questions in your response:**

**Article 1:** [**http://time.com/3662144/polaroid-ces/**](http://time.com/3662144/polaroid-ces/)

**Article 2:**[**http://www.inc.com/issie-lapowsky/meet-entrepreneur-reinventing-polaroid.html**](javascript:%7bvar%20__tmp=ObjLayerActionGoToNewWindow(%20'http://www.inc.com/issie-lapowsky/meet-entrepreneur-reinventing-polaroid.html%20',%20'Trivantis_Popup_Window',%20'width=785,height=600,scrollbars=1,menubar=1,toolbar=1,location=1,status=1,resizable=1'%20);%20%7d)

**Case Study questions:**

**1. What caused Polaroid’s downfall?   
2. Do you think it will be successful now? Why?  
3. Would you buy any of Polaroid’s current products? Why or why not?**

1. **In assignment 5 the Discover More section focuses on hard skills and soft skills.  Review the articles below and post answers to the 4 questions.**

**Article 1: http://www.entrepreneur.com/article/238608**

**Article 2:** [**http://www.mindtools.com/pages/article/newCDV\_34.htm**](javascript:%7bvar%20__tmp=ObjLayerActionGoToNewWindow(%20'http://www.mindtools.com/pages/article/newCDV_34.htm',%20'Trivantis_Popup_Window',%20'width=785,height=600,scrollbars=1,menubar=1,toolbar=1,location=1,status=1,resizable=1'%20);%20%7d)

**Questions:**

**1. Re-read the list of hard and soft skills. Which of these do you already possess?**

**2. Besides the Penn Foster Introduction to Business course, what's your plan for developing hard skills?**

**3. What's your plan for developing soft skills?**

**4. Which skills do you want to focus on first?**

1. **Review the 2 articles below on the pricing strategy at Uber and then respond to each of the 3 questions in your discussion post reply.**

**Article 1 URL:** [**http://www.washingtonpost.com/blogs/she-the-people/wp/2014/12/22/is-ubers-surge-pricing-fair/**](javascript:%7bvar%20__tmp=ObjLayerActionGoToNewWindow(%20'http://www.washingtonpost.com/blogs/she-the-people/wp/2014/12/22/is-ubers-surge-pricing-fair/%20',%20'Trivantis_Popup_Window',%20'width=785,height=600,scrollbars=1,menubar=1,toolbar=1,location=1,status=1,resizable=1'%20);%20%7d)

**Article 2 URL:** [**https://www.washingtonpost.com/blogs/the-switch/wp/2015/05/19/no-uber-drivers-cant-game-the-surge-pricing-system-the-way-one-driver-claims/**](javascript:%7bvar%20__tmp=ObjLayerActionGoToNewWindow(%20'https://www.washingtonpost.com/blogs/the-switch/wp/2015/05/19/no-uber-drivers-cant-game-the-surge-pricing-system-the-way-one-driver-claims/',%20'Trivantis_Popup_Window',%20'width=785,height=600,scrollbars=1,menubar=1,toolbar=1,location=1,status=1,resizable=1'%20);%20%7d)

**Questions:**

**1. What's your opinion on Uber’s surge pricing strategy?**

**2. What are the pros and cons to this strategy?**

**3, Who does this benefit? Who does it hurt?**

1. **Go to the Microsoft annual report** [**http://www.microsoft.com/investor/reports/ar14/index.html**](http://www.microsoft.com/investor/reports/ar14/index.html)

**Review Microsoft’s annual report and answer the following questions:**

1. **Did Microsoft’s revenue for 2014 increase or decrease from 2013 and by how much?**
2. **What is the trend in revenues for Microsoft over the last 3 years?**
3. **Review the Discussion and Analysis section of the report and discuss at least two opportunities Microsoft sees as growth possibilities.**

**5. Visit the AFL-CIO web site at** [**www.aflcio.com**](http://www.aflcio.com/)**. Review the web site then answer the questions below:**

**1. According to the information provided, discuss at least 3 reasons why workers join unions.**

**2. Discuss the benefits of joining unions.**

**3. In your opinion, do you think unions provide the benefits discussed on the web site?  Why or why not?**

**6. Read the following articles about the copyright violations for the song ‘Blurred Lines” and answer the following questions.   
Article 1:** [**http://www.rollingstone.com/music/news/robin-thicke-and-pharrell-lose-blurred-lines-lawsuit-20150310**](javascript:%7bvar%20__tmp=ObjLayerActionGoToNewWindow(%20'http://www.rollingstone.com/music/news/robin-thicke-and-pharrell-lose-blurred-lines-lawsuit-20150310',%20'Trivantis_Popup_Window',%20'width=785,height=600,scrollbars=1,menubar=1,toolbar=1,location=1,status=1,resizable=1'%20);%20%7d) **Article 2:** [**http://www.newyorker.com/culture/culture-desk/why-the-blurred-lines-copyright-verdict-should-be-thrown-out**](http://www.newyorker.com/culture/culture-desk/why-the-blurred-lines-copyright-verdict-should-be-thrown-out)

**1. What are your thoughts about the Blurred Lines copyright infringement verdict?   
2. Which side do you agree with?   
3. How are copyrights registered?  
4. How do you think creators should be protected?**

**7. Review the two news articles about Alibaba and its efforts to help US small businesses sell in China, and then answer the following questions.   
Article 1:** [**http://www.bloomberg.com/news/articles/2015-06-09/u-s-small-business-key-to-alibaba-growth-outside-china-ma-says**](javascript:%7bvar%20__tmp=ObjLayerActionGoToNewWindow(%20'http://www.bloomberg.com/news/articles/2015-06-09/u-s-small-business-key-to-alibaba-growth-outside-china-ma-says',%20'Trivantis_Popup_Window',%20'width=785,height=600,scrollbars=1,menubar=1,toolbar=1,location=1,status=1,resizable=1'%20);%20%7d) **Article 2:** [**http://www.businessinsider.com/jack-ma-on-future-of-alibaba-2015-6**](javascript:%7bvar%20__tmp=ObjLayerActionGoToNewWindow(%20'http://www.businessinsider.com/jack-ma-on-future-of-alibaba-2015-6',%20'Trivantis_Popup_Window',%20'width=785,height=600,scrollbars=1,menubar=1,toolbar=1,location=1,status=1,resizable=1'%20);%20%7d)

**Questions:   
1. What do you think of Alibaba’s efforts to help U.S. small businesses?   
2. If you were a small business owner in the U.S., would you sell on Alibaba? Why or why not?   
3. What are the advantages and disadvantages of selling on Alibaba? Who would benefit?**