

Solution to Ten Case Studies (5000 words)

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Abstracts

In this Report case answers to ten case studdies are adressessed, please see table to contents

Contents

1. GOOGLE INC

How does the changing environment for business affect the Google's ability to communicate in this situation?

Where is the company most vulnerable, from a communications standpoint?

What are the key problems Google faces in this situation?

What advices would you give to Brin, Page and Schmidt?

2. GALEN HEALTHCARE SYSTEM

What problems does Galen Healthcare have that will affect its communications?

What specific problems does Mr. Gunerson have as a result of his communications to materials managers?

What advice would you give to Gunerson to help solve his and Galen's problems?

3. SWEET LEAF TEA

What are the strengths and weaknesses of SLT's corporate culture in terms of communications, as described in the case?

Considering the relationship the brand has with its audience the Clayton should reach out to his clients to announce he was leaving?

What challenges do you see for SLT's new management?

What role should corporate communication play at SLT to help the company to attain its strategic goals?

As the Clayton replacement would you change the way SLT communicated with its customers or not?

4. JET BLUE AIRWAYS- REGAINING THE ALTITUDE

In order to enhance its image, how could jet Blue have better communicated with its internal stakeholders across the country on Valentine's Day and during the days that followed?

Should the corporate communications team at jetBlue have arranged for CEO David Neeleman to appear on the national television news and the talk show circuit following the crisis? What might be the potential benefits and risks to the company's reputation?

What kind of corporate advertising program would you recommend for jet Blue?

If implemented, how would you market the jet Blue Airways Customer Bill of Rights to

external and internal stakeholders? How would this affect jet Blue's reputation?

5. STARBUCKS COFFEE COMPANY

What are the key issues for Starbucks?

What are the problems associated with the decision to offer fair trade coffee from a communication perspective? What are the problems associated with not offering fair trade coffee?

What should Smith do?

6. ADOLPH COORS

What Problems should Richard Focus on?

What kind of research should she do?

What would her communication objectives be if Coors agreed to the interview? If the brothers did not do the interview?

Should Richard encourage or discourage the Coors brothers to go on 60 minutes?

What suggestions would you have for improving media relations at Coors?

7. WEST WOOD PUBLISHING

Create a strategy for communicating changes at Westwood Publishing that you could give to Bosworth?

How do changes in the workplace affect how the Cassidy ought to think about the communicating the new policy?

What advice would you give Cassidy about how communication occurs at the Wordsworth?

8. STEEL CASE INC

What are the strengths and weaknesses of placing the Gruber under the CFO versus the corporate communication department?

What resources should Gruber ask for? How should he organize the function?

What investor constituencies should steel case Inc try to interest in the company stock?

What channels Gruber use to attract them? What message steel case should deliver to them?

What mistakes did Steelcase make in its past?

What are the biggest challenges the company facing in 2000 and how you would handle the challenges as IR?

What do you learn by visiting the website of the Steelcase Inc?

9. DISNEY'S AMERICA THEME PARK THE THIRD BATTLE OF BULL RUN

What are the key issues that Eisner must consider in this situation?

Where is Disney most venerable, from a communication stand point?

How could the Disney have better anticipated the opposition of its new theme park?

What advice would you give to Eisner?

10. COCA COLA INDIA

1. WHAT ARE THE KEY PROBLEMS THAT GUPTA SHOULD FOCUS ON SHORT TERM AND IN THE LONG TERM?

How would you evaluate the crisis?

How well prepared was Coca-Cola India to deal with the CSE's allegations?

Could coke India have avoided this crisis?

What should Gupta do now?

What are recommendations for coke's communication strategy?

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