

**Analysis** takes something apart to see how it works—how the parts contribute to the whole. For example, after any sporting event (let's use football), the commentators analyze the game. They look at the quarterback play, how well the receivers ran their routes, how well the special teams played, what the defense did, how the offensive line contributed, and even the coach's decision. They (the commentators) examine all the aspects of the game to explain the outcome. If you are not a sports fan, then use movies—they have tools too: lighting, soundtracks, special effects, dialog, camera angles, costuming, etc. A movie reviewer examines aspects or the tools the director used to explain a viewer's reaction. That's what you need to do when analyzing a case; except, instead of looking at how different positions are played or elements are used in a movie, you need to look at how the strengths, weaknesses, opportunities, and threats are used in a particular business. Your professor is not interested in a summary of the case, so only use quotes or paraphrase passages that support your analysis or claims.

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