

**Question 3:**

Write a short essay (MAX 1 page) about the Porter's generic strategies and which (if any) of these strategies is better to achieve competitive advantage. Also, please provide a figure that summarizes the different generic strategies (15 p)

**Question 4:**

Your task is to analyze the Huffington Post using the short case below. Start by reading the case. The analysis is divided into sub-questions that you can answer in the manner that suits you best. Bullet points, pictures and figures (in addition to raw text) are all valid ways to illustrate your points. Be explicit in utilizing concepts and frameworks from the course. Keep your answers short and to the point.

- a) Multiple international strategies exist. Which of these strategies Huffington Post has used? (7.5 p)
- b) Multiple modes for internationalization exist. Which of these modes Huffington Post has used? (7.5 p)
- c) Multiple rationales for diversification exist. Which of these rationales have driven Huffington Post diversification? (7.5 p)
- d) Assess the strength of Huffington Post's strategic capabilities used in its international expansion, using the VRIO framework. (7.5 p)