**["Strategic Management in the News" Discussion Board](https://wtclass.wtamu.edu/webapps/blackboard/content/launchLink.jsp?course_id=_11732_1&content_id=_514344_1&mode=view)**

As we cover each chapter, I'll provide a list of concepts from each chapter to guide you in your search for news items.  Search for business news that relate to one of the chapter concepts.  *You don't have to post an article summary for each chapter.  You simply need to end the course with 5 article summaries posted here.  My advice is to collect articles throughout the semester and post your best 5 toward the end of the semester.*

Chapter 5 is: product differentiation.

For example, a concept discussed in chapter 1 is the strategic management process.  A news article that discusses product differentiation and might be good item for this discussion board.

Provide a summary of the news item (at least 350-400 words along with a reference to where you found it) and **clearly** explain how it ties into the strategic management concept discussed in chapter 5.