**Harlequin Case**

**Response Paper Instructions**

This is an individual assignment.

 Here is what I want you to do.

1. Read and study the Harlequin case. The case is in your book.

2. Prepare a short (3 page maximum) analysis answering the following questions:

- **Apply the VRIO framework to Harlequin in series romance fiction. Why has Harlequin been successful so far?**

Think through the resources and capabilities Harlequin has in series fiction and analyze those in terms of VRIO. Once you have done this, pinpoint why Harlequin has been so successful. What are the main resources and capabilities responsible for so much success in series fiction?

**- Should Harlequin enter the single-series market?**

As you think about their resources and capabilities, will these allow Harlequin to compete effectively in the single-series market? Why or why not? Basically, if the Harlequin CEO asked you if they should enter the single-series market, what would you tell him?

Your paper will consist of two sections—**Analysis** (this section addresses the first question) and **Recommendation** (this section addresses the 2nd question).

You can add charts, graphs or illustrations to reinforce your analysis if you like.

Please use font size of 11 or 12 and submit your paper as a Word document.

Due date: October 9 ,2016