MGMT4020 ASSIGNMENT GUIDELINES – HOW THE MIGHTY FALL Assignment: How the Mighty Fall Objective: To determine a level of comprehension of the material provided in How the Mighty Fall Instructions: Read How the Might Fall, and respond to the questions below. Responses will be graded on clarity and completeness of information. Length Guidelines: Each section should be approximately ½-1 page, approximately 3 ½ - 5 pages. 1. (10 pts) The author references the “silver bullet,” or lack thereof, throughout the book; to what is he referring? Explain. 2. Reference some of the companies highlighted in the book as examples to help relay your understanding of each of the following stages of decline: a. Hubris born of success (15 pts) b. Undisciplined pursuit of more (15 pts) c. Denial of risk and peril (15 pts) d. Grasping for salvation (15 pts) e. Capitulation to irrelevance or death (15 pts) 3. (15 pts) How can strategy be renewed from “well-founded hope?”