

RA53500 Technology Management / Spring 2009

Homework Assignment: Case 3

(Due 3/17 for Wednesday session; 3/18 for Thursday session)

MapQuest by Paul W. Beamish and Kevin K. Boeh (Case# 9B04M044)

1. What are the strengths and assets of the firm? Can MapQuest.com sustain its competitive position indefinitely?
2. Are current market valuations and the state of the capital markets an opportunity or a threat?
3. If you were in the position of Mike Mulligan, what strategy would you pursue, and what specific steps would you take in the coming months?