**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 4: ACTIVITY 1**

## **Classification of risk: Nespresso and Betamax vs VHS - worksheet**

Using two case studies, classify the risks that have been discussed in class and provide examples.

**Nespresso**

Alexander Brem, Maximilian Maier, Christine Wimschneider, (2016) "Competitive advantage through innovation: the case of Nespresso", European Journal of Innovation Management, Vol. 19 Issue: 1, pp.133-148. (This article will be available in your online student resources.)

|  |
| --- |
| Learning points |
| How can you apply this information? |
| What were the risk factors? |
| Revision notes |

**Betamax vs VHS**

|  |
| --- |
| Learning points |
| How can you apply this information? |
| What were the risk factors for Betamax and VHS? |
| Revision notes |