

# Debeerss Diamond Dilemma Mit Sloan

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## **How Important Are innovations in DeBeers Research Paper**



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## **De Beers Case Study | Essay Example - Bla Bla Writing**

Publicly-Available Game-Theory Cases (with Cate Reavis) "DeBeers Diamond Dilemma", MIT Sloan Case 07-045 (2008). Reprinted in "Strategic Management: Concepts and Cases" by Rothaermel (2012) and "Strategic Management: Text and Cases

6E Global Edition" by Dess et al (2012).

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To illustrate core issues in corporate strategy — how to achieve a high level of coordination and initiative within a diversified entity; demonstrate the inherent challenges in building a network rather than a firm even when all involved have a common objective; and, evaluate RA's strategy in creating value for

customers and capturing value for its members.

### **DeBeers's Diamond Dilemma | EQUELLA**

Students will discuss the source of diamonds' value to consumers, and how that value can be shaped through DeBeers' strategic choices. Could be taught in strategy, marketing, game theory courses. This case is part of the MIT Sloan free case



collection, click for more information.

### **De beers diamond dilemma - SlideShare**

Perform a PESTEL and Five Forces analysis for DeBeers. Based on these two tools, evaluate the strategic vulnerability of the organization. If you were DeBeers's CEO what two actions would you take to reduce the vulnerability?

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In late 2003, salt producer Compass Minerals celebrated its first day trading as a public company on the NASDAQ. Knowing that it would continue to wrestle with how to price its product and respond to competitive and environmental challenges as a publicly traded company, Compass Minerals would

now have to make a compelling case for investors to hold a stand-alone salt company in their portfolio.

## **DeBeers's Diamond Dilemma | LearningEdge at MIT Sloan**

The dilemma that DeBeers faced came down to whether it should enter the market with its own

synthetic diamonds or whether it should have faith that synthetics would be a passing fad and that, at the end of the day, consumers would always prefer buying what, in DeBeers's mind, was the real ...  
DEBEERS'S DIAMOND DILEMMA January 7, 2008 . 20 20.

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## The Case Centre ...

De Beers Case Study Essay Sample.

INTRODUCTION Background in Brief The De Beers Group of Companies (DeBeers) was founded in 1888 by Cecil Rhides. De Beers consolidated Mines was formed in 1888 by the merger of the companies of Barney Barnato and Cecil Rhodes, by which time the company was the sole owner of all

diamond mining operations in the country. De Beers  
doing diamond exploration, diamond ...

## **Debeerss Diamond Dilemma Mit Sloan**

The dilemma that DeBeers faced came down to  
whether it should enter the market with its own  
synthetic diamonds or whether it should have faith

that synthetics would be a passing fad and that, at the end of the day, consumers would always prefer buying what, in DeBeers's mind, was the real thing.  
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## After Reading The Case Study “DeBeers’s Diamond Di ...

DeBeers’s Diamond Dilemma. MIT Sloan  
Management. Goldschein, E., 2011. The Incredible  
Story Of How De Beers Created And Lost The  
Most Powerful Monopoly Ever. Business Insider.  
Retrieved from: [Accessed 16 August 2014]  
Epstein, E. J., 1982. Have You Ever Tried to Sell a

Diamond? The Atlantic, Feb 1983. .

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Collaborating with diamond cutters: DeBeers could collaborate with diamond cutters to come up with a specific innovative cut meant for these diamonds only. The flawlessness of synthetic diamonds could

be advertised or used in these cuts. 11 4P Mix for  
DeBeers Synthetic diamonds | DeBeers Diamond  
Dilemma 12.

**DEBEERS DIAMOND DILEMMA - 2443**

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## School of Management

This MIT Sloan Management case study highlights strategic challenges for the DeBeer's diamond company. The synthetic diamond industry has come on the radar of diamond giant DeBeers as a potential disruptive technology. The question facing the firm is how it should respond to the threat.

Learning Obj...

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In early 2009, Taiwan-based CX Technology was looking for new markets to enter. A leading manufacturer of cold-forged steel, the company was considering entering the automotive industry as a Tier 2 supplier.



## DeBeers-Diamond-Dilemma | LearningEdge at MIT Sloan

The synthetic diamond industry was on the radar of diamond giant DeBeers as a potential disruptive technology. In 2009, after years of concerted efforts to improve its tarnished reputation as the industry monopolist, DeBeers was wondering how it should

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