

Thomson's Strategy in 2002: Is It Really So Simple? Summary: Unusually efficient education

Keywords for Case, Questions:

1. Explain Thomson's business model.

Thomson's business model is a unique combination of a publishing company and a media company. The company has a long history of publishing textbooks and other educational materials. In the 1990s, the company began to diversify into other areas, such as media and technology. This diversification was driven by the company's desire to remain relevant in a rapidly changing market. The company's strategy was to create a "one-stop" solution for educators, providing them with all the materials they need in one place. This strategy was successful, and the company's revenue grew significantly over the next decade.

In addition to its publishing business, Thomson also had a media business. This business was focused on creating and distributing educational content. The company's media business was successful, and it became a major source of revenue for the company. The company's strategy was to create a "one-stop" solution for educators, providing them with all the materials they need in one place. This strategy was successful, and the company's revenue grew significantly over the next decade. The company's strategy was to create a "one-stop" solution for educators, providing them with all the materials they need in one place. This strategy was successful, and the company's revenue grew significantly over the next decade. The company's strategy was to create a "one-stop" solution for educators, providing them with all the materials they need in one place. This strategy was successful, and the company's revenue grew significantly over the next decade.

The Thomson's business model was successful because it provided a one-stop solution for educators, providing them with all the materials they need in one place.

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