

*Elizabeth:* -and it involves getting into a new market.

*Gail:* Okay, let's go to it.

*Andrew:* If the main issue is control, there's ways to protect ourselves and our interests.

*Elizabeth:* This is my company.

*Maria:* And if heads are going to roll, they say start at the top.

*Warren:* Yes!

*Narrator:* Welcome to the Mastering Strategy episode "Concepts of Strategic Management".

*[Telephone Rings]*

*Elizabeth:* Hello?

*Julian on Telephone:* Hi, sweetheart. Guess who?

*Elizabeth:* Hi, Julian. How are you?

*Julian on Telephone:* Pretty darn good.

*Elizabeth:* What's going on?

*Julian on Telephone:* I've got to talk to you about a couple of things.

*Elizabeth:* Oh, come on. I know when somebody wants something.

*Julian on Telephone:* Hmm. You know me; I admit that.

*Elizabeth:* So games? Books? Music? Whose birthday is it?

*Julian on Telephone:* Well now, it's not anything like that, Liz. Why shouldn't I call Can Go exactly what it is, a success story from the Hudson Valley. You went from a tiny fledgling backwater company to one of the largest small companies in this area.

*Elizabeth:* *[Laughs]* Well, we have a long way to go. But come on, I know that the president of the Hudson Valley Business Association has better things to do than inflate my ego.

*Julian on Telephone:* Liz, that's where you're mistaken again. This is the most important thing I have to do this morning.

*Elizabeth:* Well how do I get your job?

*Julian on Telephone:* You mean informing the leader of the fastest-growing company in the Hudson Valley that she's been selected the Regent's Business Leader of the Year?

*Elizabeth:* What!?

*Julian on Telephone:* By the way, Liz, when you speak at the next Chamber of Commerce meeting it would be great if you could focus on the how and the why of Can Go's success story.

*Elizabeth:* Are you serious?

*Julian on Telephone:* You've done all the right things, Liz. Potential entrepreneurs want to know how you made it. Give them a game plan, okay?

*Elizabeth:* Well, I don't know what to say.

*Julian on Telephone:* For a change.

*Elizabeth:* Well I will make you proud.

*Julian on Telephone:* Already am. Talk to you later.

*Elizabeth:* Okay, thanks. Bye.

*[Change Scenery]*

*Elizabeth:* Can Go's development over the last few years – no. How did we plan this? How did I plan this? I don't know, it was an accident. Started a business, became a success. I can't do this.

I'm not going to. I'm not. I can't. I won't.

*Narrator:* Now move onto the brief summary of concepts and then to the interactive exercises.

*[End of Audio]*