Chapter 12  
Strategy Implementation and Control

1. The chapter identifies that Levi’s has occasionally rested on its laurels. Certainly not in ruin, using Bonoma’s term, but in a weaker position. Go to the Levi’s website (<https://www.levi.com>) and review its offering. Do you consider its overall strategic positioning to be appropriate/excellent now?
2. Beer’s Viable System Model (VSM) highlights an organization’s ability to identify future target markets to remaining in business in the long run. How might organizations harness their websites to help identify future markets?