

Yelp (HBS 9-709-412)

- 1) How did Yelp overcome the mobilization hurdle?
- 2) What motivates reviewers to write reviews? What has the site done to encourage participation and increase the quality of reviews?
- 3) What are Yelp's competitive advantages? Are they sustainable?
- 4) Should Yelp charge readers?
- 5) How does Yelp create value for restaurants? What can it do to create more value for these restaurants?
- 6) How have they tried to monetize so far? What else could they do?