

HTC in 2012 (HBS 9-712-423)

- 1.** In 2007, HTC started selling own-brand phones. What did it do before? Was this change a good strategy?
- 2.** As of 2012, what is HTC's competitive advantage?
- 3.** What are HTC's weaknesses?
- 4.** Should HTC develop its own operating system?
- 5.** How could HTC further differentiate itself?
- 6.** Should HTC invest heavily into tablets?