

## Facebook (HBS 9-808-128)

- 1) Describe Facebook's business model and any sustainable competitive advantages.
- 2) Why did Facebook prevail over MySpace, even though it had substantially bigger and had greater resources?
- 3) Where does Facebook's biggest competitive threat come from?
- 4) Is Facebook's reliance on advertising troublesome?
- 5) What is the value added of Facebook for Websites?
- 6) Should Facebook invest heavily into their search product?