

ASSIGNMENT QUESTIONS: R.R. DONNELLEY & SONS – THE DIGITAL DIVISION

1. Schetter and Schneider have asked you to draft a pitch that can convince Books Group managers to bring their work to the Digital Division. What would be the main points of that pitch?
2. You suspect that Schetter and Schneider use the assignment as a form of test for you to become a full-time member of the team that heads the Digital Division. Would you accept a potential offer? Why, or why not?

Individual hand-in assignment. Upload your answers to the assignment questions no later than Thursday, January 26 at 17.00.