ChapterCase Paper #3 (600 words for this paper): Please read Please read ChapterCase 5 The Quest for Competitive Advantage: Apple vs Microsoft, Parts I and II. Please review and answer Questions 1 to 3 in ChapterCase 5, Part II. (In PDF, pages 154-189). Also make sure to properly cite sources in APA format. 1. How do perspectives on competitive advantage differ when comparing brick-and-mortar stores to online businesses (e.g. Best Buy versus Amazon, Old Navy versus Threadless [noted in Strategy Highlight 5.2]). Make recommendations to a primarily brick-and-mortar retail firm on how to compete more effectively with online firms. Do your suggestions fall mostly into the accounting, shareholder, or economic point of view on competitive advantage? 2. For many people, the shareholder perspective is perhaps the most familiar measure of competitive advantage for publicly traded firms. What are some of the disadvantages of using shareholder value as the sole point of view for defining competitive advantage? 3. The chapter discusses seven different business models with a brief description of each. Given the changing nature of many industries, choose an industry you have some knowledge of and describe how the business model of a firm in that industry has changed over the last decade. (If you prefer, you can describe how a firm’s current business model should be changing in the next few years ahead.) Please keep in mind when writing the paper, that it should: The Assignment demonstrates excellent use of various critical thinking standards and concepts. Ideas are original and thoughtful. These may include proper use of logic, reasoning and the posing of well-considered questions. Content is very comprehensive and supported by detailed references to lectures and assigned readings. Thoroughly evaluates the impact, creativity, and value of the subject. Appropriate tool is used (e.g., submitted as a Word document with a clearly labeled file name). The organization is very clear and easy to follow. Where appropriate, the assignment contains all of the key elements (e.g., title page, appropriate sub-headings). Sentences are structured correctly. There are no grammatical or spelling errors.