



Hulk and Chipcat Harvard Case Solution & Analysis

TheCaseSolutions.com



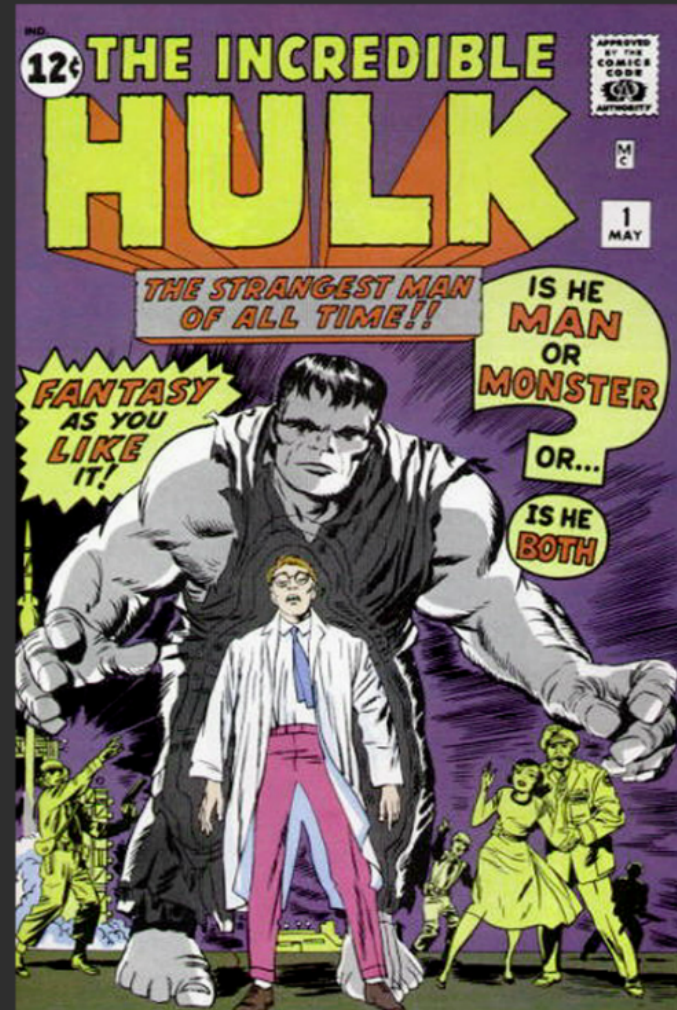
Hulk and Chipcat Harvard Case Solution & Analysis

TheCaseSolutions.com

Creating

The Incredible Hulk, a fictional superhero, made its first appearance in the Marvel comics back in 1962.

His character was created by Stan Lee and Jack Kirby.



The Hulk



Dr. Banner is a scientist who was test running a bomb when he was over exposed to gamma radiation and turned into the Hulk. Throughout his life whenever Dr. Banner becomes angry he turns into a rage monster, the Hulk. He becomes the Hulk only when he is angry or fearful because as a child his dad would get angry and become abusive towards Dr. Banner and his mother. He connects this experience to being afraid of being angry.

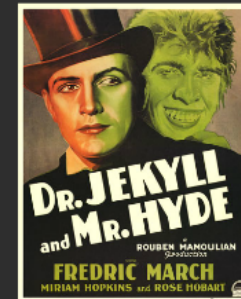
Frankenstine

When Stan Lee and Jack Kirby were creating the Hulk character, the story of Frankenstein was one of the stories that influenced them a lot. The story of Frankenstein is basically: a young science student is making a science project and he creates a huge monster. In the hulk, Doctor Banner, Hulk's alter ego, is conducting a science experiment when he is exposed to too much gamma radiation and he turns into the hulk.



Dr. Jekyll and Mr. Hyde

The story of Dr. Jekyll and Mr. Hyde was the other story that had a big influence of the creating of Hulk. In the story of Dr. Jekyll and Mr. Hyde, these two characters are stuck in one persons body having split personalities. These two personalities, being polar opposites, were good and evil. The Hulk and Dr. Banner are like this as well. Dr. Banner being a genius and a normal human being while the Hulk is a huge green rage monster.



Frankenstine

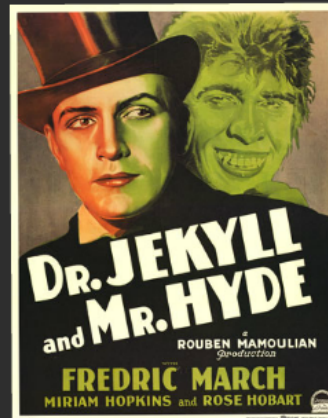
When Stan Lee and Jack Kirby were creating the Hulk character, the story of Frankenstein was one of the stories that influenced them a lot. The story of Frankenstein is basically: a young science student is making a science project and he creates a huge monster. In the hulk, Doctor Banner, Hulk's alter ego, is conducting a science experiment when he is exposed to to much gamma radiation and he turns into the hulk.



The
other
of Hu
these
body h
person
and evi
well. Dr
human
monster

Dr. Jekyll and Mr. Hyde

The story of Dr. Jekyll and Mr. Hyde was the other story that had a big influence of the creating of Hulk. In the story of Dr. Jekyll and Mr. Hyde, these two characters are stuck in one persons body having split personalities. These two personalities, being polar opposites, were good and evil. The Hulk and Dr. Banner are like this as well. Dr. Banner being a genius and a normal human being while the Hulk is a huge green rage monster.





The Hulk is affiliated with many other super hero's. One of the most well know is the Hulk as a member of the Avengers.

