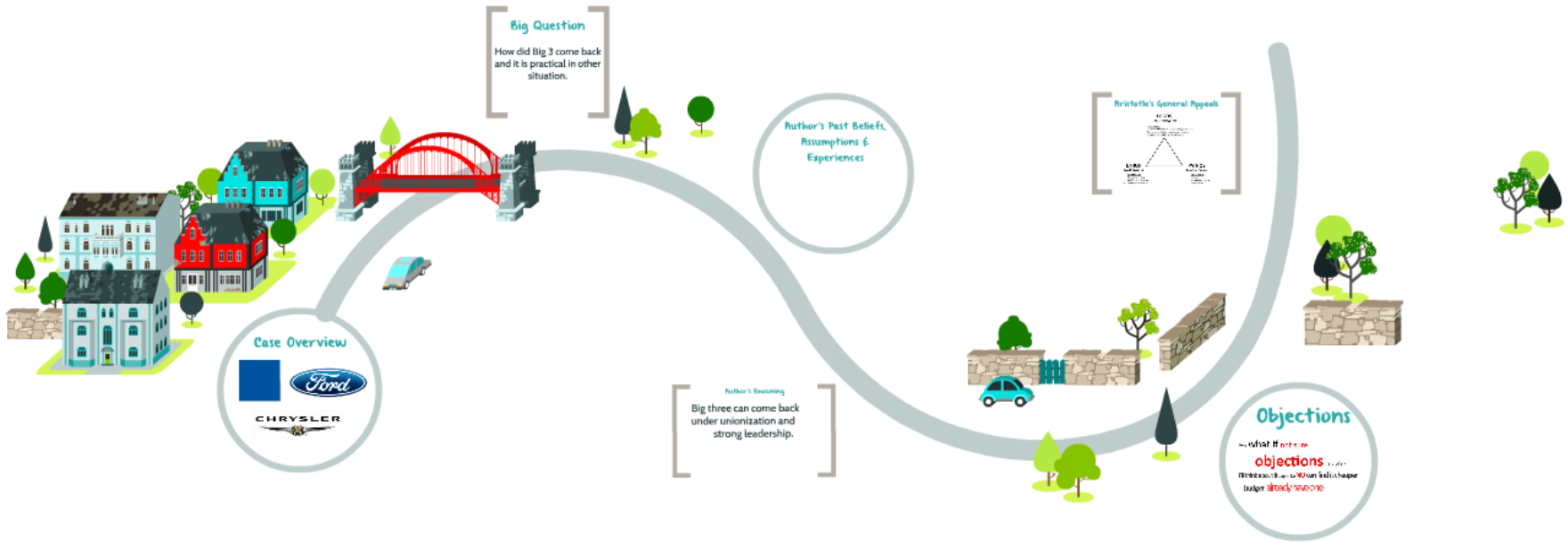


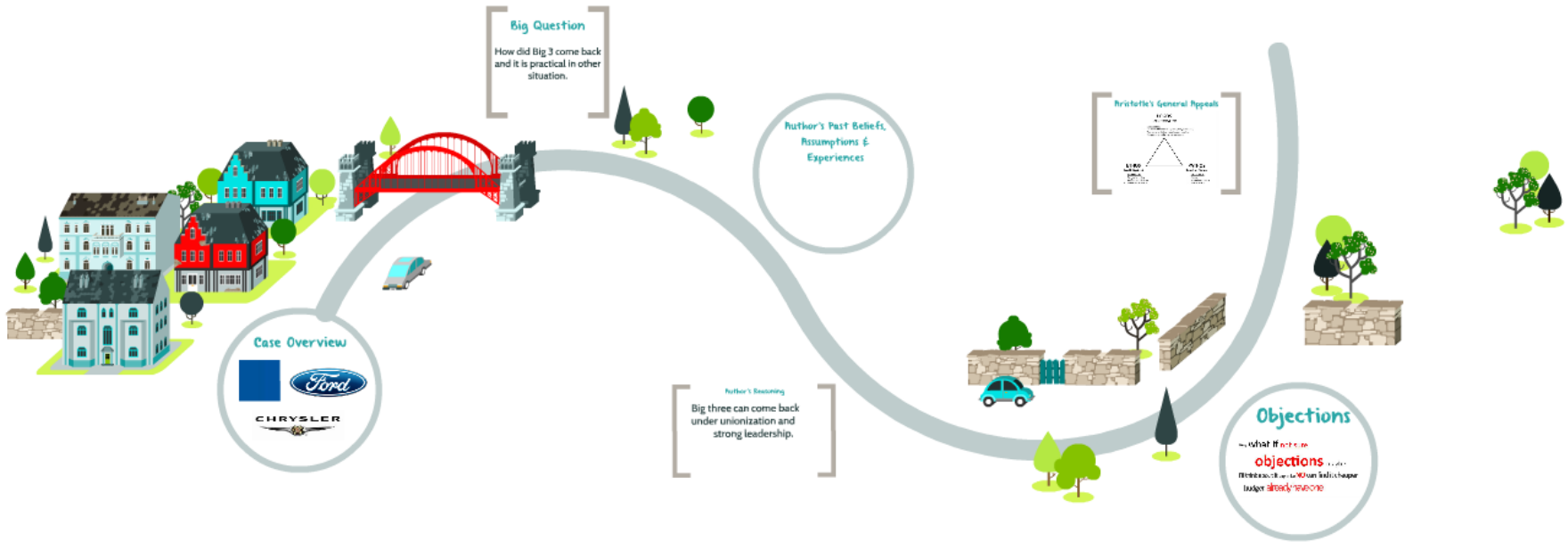


The big three roar back Harvard Case Solution & Analysis





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design by Cool Study for Prezi

Case Overview



Big Question

**How did Big 3 come back
and it is practical in other
situation.**

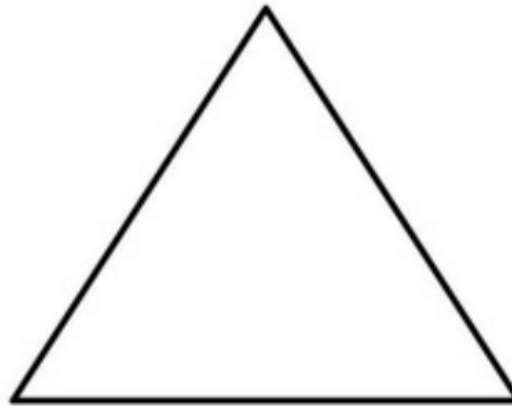
Aristotle's General Appeals

LOGOS

Logic/reason/proof

Main technics:

- Structure of the speech (opening/body/conclusion)
- References to studies, statistics, case studies...
- Comparisons, analogies, and metaphors.



ETHOS

Credibility/trust

Main technics:


- Personal branding
- Confidence in delivery
- Cites credible sources

PATHOS

Emotions/Values

Main technics:

- Stories
- Inspirational quotes
- vivid language



**Author's Past Beliefs,
Assumptions &
Experiences**

Author's Reasoning

**Big three can come back
under unionization and
strong leadership.**

Objections

Yes what if not sure

objections maybe

I'll think about it expensive **NO** can find it cheaper

budget already have one