

MICROSOFT AND ACTIVISION BLIZZARD

DISCUSSION QUESTIONS

1. What strategic benefits does Microsoft aim to achieve through the acquisition of Activision Blizzard, and how could these influence the broader gaming market?
2. How can Microsoft effectively address and transform the cultural and ethical challenges inherited from Activision Blizzard's previous management?
3. What are the potential legal obstacles for this acquisition, and how might they affect Microsoft's future strategies in the gaming industry?
4. In what ways does technological innovation, particularly in cloud and AI, drive Microsoft's competitive strategy in the gaming sector?
5. Evaluate the potential impact of Microsoft's gaming strategy on its overall business performance. How does this acquisition fit into its broader corporate strategy?
6. Discuss the implications of integrating Activision Blizzard's strong mobile gaming titles like 'Candy Crush' into Microsoft's portfolio. What synergies can be expected?
7. Analyze the strategic importance of esports and multiplayer gaming platforms within Microsoft's gaming ecosystem post-acquisition.