Assignment Subject:

• Choose a company of your choice from Interbrand (<https://interbrand.com/best-brands>)

• Explain the major elements of Innovation that enabled the Company to become successful

• Compare your chosen company with a major competitor from the same Industry and explain the differences, advantages, and disadvantages of the two companies

• Outline the challenges faced by the industry and clearly explain how Innovation can enable both the industry and your chosen company to diversify, and therefore, ensure Sustainability In order to successfully develop the Assignment, you are required to focus in the main issues that have been examined in the Lectures, and also use the Course Outline for further assistance. Please, use the Guidelines uploaded on Moodle.

2 Notes and Other Important Information

• Assignment is to be professional in appearance and type.

• Length of Assignment: 2.500 words. Words in the Reference List and Appendices are not included in the Word Count.

• Font: Size 12 – Calibri (Body) or Times New Roman

• Line Spacing: 2

• Plagiarism constitutes a serious academic offense; therefore, you are advised to ensure your academic resources’ credibility. Cheating and plagiarism are actions that can lead to a number of sanctions, including expulsion. If you copy parts of your assignment from other sources, you must explicitly refer to these parts as quotes with proper referencing. Please note that self-referencing is also plagiarism. If you copy text, ideas or structure from your own previous assignments (direct or rewritten), you explicitly have to mention this.

• Avoid using Wikipedia.

• APA Referencing (7th edition) must be applied https://apastyle.apa.org/instructional-aids/reference-examples.pdf https://libraryguides.vu.edu.au/apa-referencing/7GettingStarted <https://librarydevelopment.group.shef.ac.uk/referencing/apa.html>

• At least 15 Academic references must be included. Websites do not count.

• You are urged to use Tables and Figures that will make your Assignment more presentable if required. Tables and Figures must be numbered consecutively. They must be easy to read and understand and must be accompanied by an explanatory note as well as a reference if taken from another source.

• Reference List Sources: At the end of the assignment (but before appendices) you need to place the reference list containing all the sources you have referred to in the text (but only the ones mentioned in the text). Sources are listed in alphabetical order according to the surname of the first author.