



**TheCaseSolutions.com**

Number 1 in case studies solutions

# **REAWAKENING THE MAGIC: BOB IGER AND THE WALT DISNEY COMPANY**




# INTRODUCTION

**A lot of people would tend to agree that Bob Iger's leadership at The Walt Disney Company marked a new phase of the company, one that had more momentum into new directions and strategic diversification. To that end, the case solution focuses on the journey of Iger after he took charge as the CEO of the company in 2005 and worked out plans to revive the company and to reposition it not only in the global entertainment industry but also in the media and entertainment industry at large.**

---

---






# COMPANY'S RANGE

**A particular focus must be paid to organizational change: one of Iger's strategies involved increasing Disney's portfolio with a series of major acquisitions. Pixar acquisition in 2006, Marvel in 2009 and Lucasfilm in 2012 transformed Disney's IP owning capacity.**

---

---






# THROUGH TECHNOLOGY

**During the management of Iger, Disney also got acquainted with new technologies to have a competitive edge. This is however most clearly observed in Disney's launch of a streaming platform, Disney+; an additional digital business, leveraging on the current fashion of streaming services.**

---

---






# CONCLUSION

**Iger's stewardship was a time of a lot of achievement for The Walt Disney Company. By focusing on major strategic acquisitions, embracing technology, transforming and rejuvenating core lines of business during Iger reign, Disney was brought back to life, setting up for more success.**

---

---





# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

**Resource: Visit [thecasesolution.com](https://thecasesolution.com) for detailed analysis and more case studies.**

---

---

