**Case 15: Allure Cruise Line: Challenges of strategic growth and organizational effectiveness (Part 4)**

Read the following case from your textbook: (open the other attachment for the article)

**Analysis:**

Write a case analysis in about **4 to 5 pages or more**. **Answer all the case questions in the text**.

Offer analysis and evidence to support your conclusions. Be objective in interpreting evidence. Don’t present one-sided arguments. Include and answer the points not favorable to your position.

Write information and arguments clearly. Use bulleted lists where appropriate. Use tables or charts and graphs to present quantitative information if possible.

**Format:**   
Present your case analysis in Microsoft Word document format.  
Please applied the correct **APA style**, cite inside and outside resources and references (very important). No copy and paste do it in your own writing, because it will be check by the professor before grading by (www.turnitin.com) please no plagiarism paper.

P.S: [**Use academic resources (at a minimum, the textbook)**](javascript:toggle(166713123,true);) **to best address this assignment.**

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| **Assignment Grading Criteria** | **Maximum Points** |
| Answered all case questions. | 12 |
| Presented original analysis of the case supported by reasons, examples, and research. | 12 |
| Presented qualitative and quantitative information in appropriate formats. | 4 |
| Contributed to the discussion by drawing conclusions about the results of others’ research, specifically, and by asking questions, providing statements of clarification, providing points of view with rationale, challenging points of discussion, or making relationships between one and more points of the discussion. | 12 |
| Applied the correct APA style, usage, grammar, and punctuation in case analysis. | 4 |
| **Total:** | **44** |