**Kodak: From Success to Bankruptcy**

**External environment, internal environment, environmental forces**

Description: This video is about Kodak and how it went from a successful firm to bankruptcy. It is especially interesting that Kodak actually had the first patent for the digital camera. However, failure to act caused it to falter. Note that many people believe Kodak will rebound. This will largely be dependent on whether Kodak can change its internal culture and become an innovative firm once more. In the past Kodak’s resistance to change has harmed the firm’s ability to reposition itself.

Please share your thoughts on the following issues as you watch a clip about Kodak and how it went from a successful firm to bankruptcy. Note that many people believe Kodak will rebound. However, this will largely be dependent on whether Kodak can change its internal culture and become an innovative firm once more. *Use with:* [*https://www.youtube.com/watch?v=wwfwr8eYP50*](https://www.youtube.com/watch?v=wwfwr8eYP50)

1. How did the environment for cameras change? How could Kodak—who patented the digital camera—not recognize the changes that would sink film and make digital a resounding success?
2. What were some problems in the internal environment that kept Kodak from transitioning into the digital age? What about the challenges it experienced when CEO Antonio Perez was trying to focus more on printers?
3. Which environmental force likely contributed most to Kodak’s downfall?
4. Why was Kodak slow to realize that the environment for cameras was changing?
5. Why do you think Videk has been able to thrive while Kodak has not?