

Martha Rinaldi Case Analysis

BACKGROUND

Martha Rinaldi, a twenty seven year old aspiring business woman who has recently completed her MBA. Originally from Iowa, she completed her undergraduate degree in Computer Science in 2006 from the University of Iowa. From there, Rinaldi began her MBA at a top notch business school in Chicago, with her focus on marketing. After completing her first year in the MBA program, Rinaldi took a summer internship as assistant to the Director of Promotions at a Chicago based restaurant chain called Deep Dive Pizza. During her short time at Deep Dive, Rinaldi contributed ideas about brand awareness and new product development. But her most noticeable contribution came from her final return on investments presentation. This persuasive presentation caught the attention of Deep Dive's CEO, ultimately creating a job offer for her with the Deep Dive promotions team once she completed her MBA the following summer.

When Rinaldi finished her MBA in 2008, she was faced with two offers. First, she had the opportunity to return to Deep Dive as a lead for a special projects team in the marketing department. Her second job offer was an assistant product manager at Potomac Waters in their Health Drinks Division. To help make her decision, Rinaldi began to research each company and self-assess her needs as they relate to her career ambitions. After careful consideration, Rinaldi decided Potomac Waters, a nationally established company with a proven record of marketing brilliance, would give her the best opportunity to meet her career ambitions and personal needs.

INDIVIDUAL NEEDS & GOALS

Need for Achievement and Individual Goals

In this case Rinaldi has several underlying needs. Needs, physical or psychological, can describe behaviors associated with motivation. Rinaldi's needs reflect her effort at Potomac. She wants to contribute to the success of the health drinks division and its brands, while learning a great deal from Potomac. She hopes her time at Potomac will provide her with the experience to drive forward her corporate career. The first of Rinaldi's needs is the need for achievement or growth. McClelland's theory notes "individuals with the strong desire for achievement analyze situations, try to understand the chances of success, and set moderate achievement goals for themselves" (McClelland 160). Rinaldi demonstrates her need for achievement in several ways. First, she chooses to pursue higher education in an MBA to help her develop her career path.

Secondly, Rinaldi took considerable time choosing between job offers after graduation. Her decision was Potomac Waters because she wanted to gain the knowledge and experience a nationally

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Martha Rinaldi Case Analysis:

Decoding **Martha Rinaldi Case Analysis**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Martha Rinaldi Case Analysis**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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