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2008 CATALOG



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CaseNet—Your Best Case Scenario

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To help you get started, we've provided this list of best-selling cases from our case partners, including Harvard Business School Publishing's Premier Case Collection. The case are organized by discipline area and include page count and information on teaching notes. To search all 11,000 cases offered through CaseNet and to get started building your perfect casebook, visit www.textchoice.com/casenet.

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About CaseNet

CaseNet offers business cases from a number of leading case providers, including:

Harvard Business School Publishing (HBSP)

The HBSP collection includes more than 7,500 Harvard Business School case studies, teaching notes, and background notes. The collection also includes reprints of Harvard Business Review articles. The HBSP collection provides access to top-quality materials from leading sources, including University of Hong Kong, Kellogg School of Business and Stanford Graduate School of Business.

HBSP's **Premier Case Collection** is a specially selected set of the best Harvard Business School cases. The newly defined collection includes 450 cases across all disciplines and each is accompanied by a Teaching Note. All Premier Cases have been class-tested at HBS, and some have proven especially "teachable" or have received an enthusiastic response from students.

Darden Business Publishing

Darden School of Business, University of Virginia

The Darden Business Publishing case collection contains 500 cases that represent a broad range of industries and companies. The cases widely appeal to faculty instructors, corporate trainers, and individuals. All business issues are covered and the cases come with teaching notes.

Ivey

*Richard Ivey School of Business,
University of Western Ontario*

The Richard Ivey School of Business is the second largest producer of cases in the world. This collection contains nearly 2000 cases and offers an outstanding selection of relevant and classroom-tested case materials. Cases cover all business issues and come with teaching notes.

NACRA

The North American Case Research Association

NACRA is a nonprofit organization made up of 450 case writers and teachers, mostly in the business disciplines, who support each other's research and writing efforts. There are 150 NACRA cases in this collection and they cover all business issues and come with teaching notes.

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Thomson's Cases in Financial Management consists of two sets of cases: The *Klein-Brigham Series* and the *Brigham-Buzzard Series*. Both sets are customizable and perfect for both undergraduate and graduate Corporate Finance courses.

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All cases are available in a non-directed or a directed format. The directed format includes leading questions that guide the students step-by-step through the analysis process.

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Add your own Material

You can also provide your students with a comprehensive course resource by including your handouts, notes, assignments, papers or other original work in your casebook or custom text.

Your Thomson Custom Solutions editorial team is committed to working with you every step, offering recommendations and suggestions to ensure that your project meets your goals and timelines.

Guidelines for outside material:

- If using the *CaseNet* order form inside this catalog to submit your order, please write a descriptive title for your material and its approximate page length in the *Outside Material* portion of the order form.
- Permissions costs will be reflected in the price of your book.
- Permissions charges are determined by the rights holder. We can provide an estimate of permission charges upfront, but we cannot determine final costs until permission is granted.
- Please turn in electronic files to your Thomson representative in a Word or PDF format.
- Orders containing outside materials must be received 6-8 weeks prior to class beginning.

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We are pleased to offer you a wide array of cover designs and options that will provide you with the flexibility in creating a cover that meets your needs. Whether it is simply selecting a pre-designed cover, choosing your cover's background and image, or exploring a completely unique cover design, we offer an unprecedented level of creativity to express the uniqueness of your project.

You have the ability to create your own textbook name, course title, and back cover for any cover you choose. Flip through the mini Cover Portfolio in the back cover of this catalog to view an example of some of the design options available to you. To view a complete collection of cover offerings, please visit our online cover Gallery at www.thomsoncustom.com/covers.

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Featured Covers

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Recommendations for Your Textbook—Case Maps

Looking for case suggestions to compliment your Thomson Higher Education textbook? Leading Thomson Business & Economics authors and content experts have mapped case offerings to their text chapters, making it easy for you to quickly locate compelling case options for your course. You may access the list of titles and case maps on **TextChoice** and immediately begin building your casebook. To access case maps visit www.textchoice.com/casenet and select **Instructor Materials**.

Pricing and Ordering Details

Pricing Details

- Minimum new order is 20 copies.
- Minimum reorder is 10 copies.
- Turnaround time is 4-6 weeks.
- Pricing varies upon the provider and length of the case:
 - **Harvard Business School Publishing Cases:** \$5.75 permission cost, .10 cents per page, \$2.30 per case
 - **Darden Business Publishing:** \$5.75 permission cost, .10 cents per page, \$2.30 per case
 - **Ivey Business School Publishing:** \$5.75 permission cost, .10 cents per page, \$2.30 per case
 - **NACRA:** \$5.75 permission cost, .10 cents per page, \$2.30 per case
 - **Klein/Brigham and Brigham/Buzzard Cases in Financial Management:** Cases are priced at \$2.00 each. If your casebook includes 1-5 cases, a minimum net price of \$10.00 applies. Additional cases cost \$2.00 each.
- 20% returns policy.

* All prices are subject to change without notice
* Permissions charges for outside material will be determined by the rights holder.

Delivery Options

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- Bind your selected cases into your Thomson textbook
- Combine your casebook and Thomson text into one convenient package

By combining your text and cases you not only ensure that students get everything they need, they may also see a significant cost savings when compared to purchasing standalone cases.

Ordering Details

To ensure that your casebook arrives on time for the start of your course, please submit your selections at least six weeks prior to the start of your course in one of the following ways:

Online

Visit our Web site at www.textchoice.com/casenet. Once you register as a TextChoice user, you may preview the cases, build your table of contents online, then submit your order electronically.

Fax

Complete the paper order form inside this catalog and fax it to the Database Coordinator at 800.270.3310.

Mail

Complete the paper order form inside this catalog and mail it to the following address:

Sara Mercurio
Thomson Custom Solutions
5191 Natorp Boulevard
Mason, OH 45040

Hints for Case Teaching

A Harvard Business School Case Study

by Professor Benson S. Shapiro

Because case teaching is very much a mixture of art and skill, much of the case teacher's development is through trial and error, experience, and a realistic review of past experience. This self-learning, however, can be effectively supplemented by observing other teachers, by being coached, and by discussing approaches and techniques with other devoted instructors. This note has been written as a complement to all of these approaches and to encourage thought and discussion about case teaching.

The core of case teaching is the facilitation of student learning. Thus, this note will look at the case discussion process from both the instructor's and student's points of view. But, we begin by setting reasonable expectations for classroom performance and setting a general group of objectives for student development.

Expectations and Objectives

There is no single approach to case teaching. Instead, there are a wide variety of approaches which work for different people in different situations. Later, we will explore some of the similarities but first we must emphasize the differences, as well as the importance of developing your own style—the one that fits your character, personality, teaching situation, and setting. Thus, the first hint is: Do not strive or expect to simulate another teacher's style or approach. You should, instead, develop a style that is comfortable for you. If it is not, you will not be effective. Facade does not work in the discussion classroom and has no place there.

Almost anyone can become an effective case teacher with enough devotion, concentration, and hard work. Not everyone, however, can become a "star quality" case teacher. And of course, there is no reason for every teacher to strive to be a star. More important, perhaps, is another factor: even star-quality teachers do not always have star-quality classes. Some classes are inevitably better than others because of the material, the teacher, the fit of the material and teacher, or external events such as an examination in another course, or very good or bad news in the broader world. Also, it is not easy to judge the quality of a class. Certainly a lively class is not necessarily a good one, although it is hard to believe that a boring class could hold the attention of the students and encourage them to prepare with vigor for the next one. That leads us to the second hint: Have reasonable expectations for each class and understand that some will be better than others. This in no way should detract from the constant struggle to improve your performance in each class and to contribute more effectively to the students' achievement of their objectives.

The teacher's objectives should reflect and amplify the students' objectives. It is important in this regard to understand what case teaching can and cannot accomplish. It is not a panacea, and certainly cannot accomplish every objective. If we look at the teacher's task as providing the students with

1. knowledge,
2. techniques,
3. skills,
4. approaches, and
5. philosophies,

we can help to identify those tasks at which the case method is most useful. While cases provide some knowledge, they are inefficient transmitters of knowledge. They can help to show the application and limitations of techniques, but they are limited in their ability to describe or provide experience with techniques. Problem sets and exercises are much better.

Hints for Case Teaching

Cases, however, are very useful in the development of skills, approaches, and a philosophy of management. The philosophy is that people are important and can “make things happen.” The very art of listening to the ideas of others and of having your ideas listened to in the case classroom highlights the importance of the individual and emphasizes team effort to support the discussion. Because other techniques do other jobs well, the best advice is to use case discussions to accomplish what they can do better than other pedagogical methods. Use lectures, readings, exercises, and so forth to supplement cases and do the other tasks.

We now move to the actual student/teacher relationship.

The Relationship and the Contract

Case discussions depend upon the active, effective participation of the students. The student must get involved and take a great deal of—in fact, the primary—responsibility for his or her learning. Thus, the relationship between the student and the teacher is vital to the operation of the case class. The more explicit the contract is, the more clearly each party can understand his or her responsibilities and rights. Probably the most important descriptor of the contract is that it be professional—that is, that each party behave and expect the other to behave with dedication, responsibility, integrity, and a commitment to excellence. Thus: Establish an explicit contract with the students by showing your expectations about their performance and yours early in the course. (If this is the students’ first case course, it is useful to make the contract explicit in the second session, after they have participated in one class discussion. If not, the first class session is the ideal time to begin.)

On the student’s side, it is necessary that each be committed to the “4 Ps” of the student involvement in case discussions:

1. **Preparation.** If the student does not read and analyze the case, and then formulate an action plan, the case discussion will mean little.
2. **Presence.** If the student is not present she or he cannot learn and, more important, cannot add her or his unique thoughts and insight to the group discussion.
3. **Promptness.** Students who enter the classroom late disrupt the discussion and deprecate the decorum of the process.
4. **Participation.** Each student’s learning is best facilitated by regular participation. More importantly, the case student has the responsibility to share his or her understanding and judgment with the class to advance the group’s collective skills and knowledge.

The students will, over time, grow to understand the importance of these four elements but it is the teacher’s responsibility, to stress very early in the course the importance of student preparation, presence, promptness, and participation. The instructor should clearly set the example in these areas.

Hints for Case Teaching

The contract is a two-way street and the teacher must be willing to more than meet the students’ commitment. On the instructor’s side, the professional nature of the contract and its surrounding relationship will be shown by: (1) careful and complete preparation for the classroom experience, (2) concern and devotion to the students in all dealings, including those in the classroom and in the office, and (3) striving to make the course a satisfying development experience. By and large, the more the teacher does, the more the students will do. So, show your commitment to the case discussion process by complete preparation of material and concern for student development. Nothing creates student commitment to preparation as well as having the instructor quote case facts such as numbers from memory in passive fashion in the first class. Students will generally prepare up to, but not beyond, the standards of preparation shown by the instructor.

Preparation to teach must include much more than just reading the case and the teaching note. The instructor must go beyond “preparing the case” to preparing to teach the case. Most new case instructors spend a great deal of time analyzing the case and calculating ream of numbers. That work is important and should not be discouraged. But, it is not enough. The instructor must develop a set of specific teaching objectives which reflect the case, class situation, course, and so forth. He or she must also have a clear idea of the general topics and diagrams which might end up on the chalkboard, and of the questions which might be asked to encourage greater depth and focus in the discussion. The instructor must always have more than enough chalkboard ideas and questions so that she or he can fit their use to the classroom situation. Have a complete set of teaching objectives and a copious collection of likely board structures and questions. This brings us to the classroom experience.

In Class

The most important single rule of case teaching is this: Have the students accept and maintain ownership of the discussion. The discussion must be student driven. If the teacher takes the responsibility for ownership of the class, the students can collectively and individually avoid their responsibility for maintaining the quality of the discussion, and the process will degenerate to the instructor’s lecturing about the case.

There are several approaches to encouraging the students to take ownership of the class. One is the contract described earlier. Another is: Avoid making a choice about the case decision but force each student to do so. It is useful to state in the course introduction that “the only person who doesn’t need to make a decision about the case is me, the instructor.” All students should be expected to have a plan of action for the protagonist in the case to ensure that they maximize their learning and can participate actively and effectively in class.

The instructor should understand that in the discussion process action drives analysis. That is, if a student has made a decision about what to do, the instructor can always focus on the supporting analysis with a question like “Why would you do that?” or “What evidence supports that approach?” The action orientation ensures that the analysis that is done will be relevant to a decision, not just analysis for its own sake.

If the instructor does not have an answer to the case or a choice of an alternative, how can she or he manage the discussion? Use themes to manage the discussion. Themes include topics, areas of analysis, and decisions. The instructor who has a set of themes can manage the class in subtle fashion to ensure that decisions are aired and topics covered. He or she does not have to show the answer. In fact, doing so is counter-productive because it encourages students to develop answers which meet the teacher’s views, rather than approaches that fit the case situation or the student’s skills and abilities. Because implementation is so important, each student must develop approaches and answers that fit her or his talents and judgments.

Hints for Case Teaching

In Class Continued

Use questions to manage the trade-off between depth and breadth, and to heighten conflict. Most cases have too much to cover in one class session so the teacher is forced by necessity to make choices between depth and breadth. Questions, or perhaps a statement or two, can be used to provide the necessary focus. A question like “How does that relate to the company’s distribution policy?” during a pricing discussion will encourage lateral movement to distribution as a topic; a second or third question about pricing or about the student’s thought process will encourage greater depth on pricing. Because these situations are so delicate and numerous, the instructor needs the copious list of questions described above.

The essence of case discussion is the airing of conflict between two or more opposing views. The best discussions include opposing views which are supportable and reasonable. One of the instructor’s tasks is to clarify and heighten conflicts. The clarification and heightening provides a richness and excitement to the discussion. Students should be encouraged to openly and honestly consider differences of opinion. Comments like “Bill and Betty have differing views and both can’t be right; will someone clear this up?” are most useful.

Use questions of various types for various purposes. Since questions are so useful in the classroom, the instructor should be able to use a wide variety. Some might be to a particular student to encourage development of a particular point or to clarify an opinion or statement. Others might be “to the wall, floor, or ceiling.” That is, they are gentle nudges to the discussion and are addressed to no one in particular. “I wonder how the competition would react,” is an example of this type of comment or question.

Use the board to clarify conflicts and issues. Do not use the board as a passive recording device. The board is a very useful device because it is so passive, and also under the general control of the instructor. It can be used to list topics and then prioritize their coverage, or to do “compare and contrast exercises.” Flow diagrams and pro/con lists are examples of other important uses for the board. It is important, however, to understand that students view the chalkboard recording of their comments as important feedback. There is no easy solution to the conflicts this raises but it should be noted.

Listen. If student ownership of the discussion is important, the role of the instructor as listener is perhaps the most critical element in establishing that ownership. The instructor should limit his or her own comments during the discussion and should be sure to listen hard and carefully to each comment. This encourages the students to listen to each other, and to view participation as serious. Most important, the instructor’s listening establishes the primacy of students’ comments in the classroom.

Listening is a part of another important role: Provide respect and protection to students and their comments. Respect and protection are an important part of encouraging students to participate and test ideas. Protection, however, does not mean that standards are low and any “off the wall” idea, even one not carefully thought out, is accepted and embraced. It does mean that such a comment is not ridiculed but is gently shown to be “full of holes,” preferably by other students’ comments. Part of the development of standards is to manage conflict so that well-considered, carefully conceived comments gain their rightful merit in the discussion.

Hints for Case Teaching

Use humor carefully and constructively. Humor should not ever be used to ridicule or to punish. It can be used to heighten the conflicts and make relevant points, to help to manage the pace of the class, and to increase enjoyment. But, the humor should not be forced. If you can’t tell a joke or make a funny quip, don’t try. This is part of a more general thought: Only do that which is personally comfortable in class. Humor also can detract from classroom decorum and concentration, and take valuable classroom time. It must be used with good judgment.

A reasonably fast pace makes the class more enjoyable and gives the opportunity for greater coverage. Body language can be used to help pace the class and manage the discussion. In large classrooms, the teacher’s degree and pace of movement will be reflected to some extent by the pace of the class. It helps to move around the classroom and to stand at different points. Nonverbal gestures can also help to manage the discussion. They can, for example, encourage the shy, hesitant student or discourage the student who shouts out comments without being recognized to speak. The teacher’s physical position can also help the students to talk to one another. Standing on the side or back of the classroom so that other students are between the speaker and the teacher helps students talk to one another. A stronger message which must be used very selectively is delivered by standing behind the student who is speaking. When the students consistently talk to one another rather than to the teacher, they truly take ownership of the class.

Because learning is such hard work it is important to make the class an enjoyable experience. The more the students enjoy the class, the more within limits they will devote themselves to the class and the less they will resent the hard work of learning. While learning is hard work it can also be fun!

Finally, use summary and “off-line” lectures to deliver general comments or important, related material. Most case discussions end with the instructor delivering a few minutes’ (2 to 20 minutes) worth of general comments that review and highlight the discussion (with attribution to students’ comments), structure the issues, and generalize to other situations. There is no reason for a case discussion not to include some lecture. But, the instructor should not turn it into a lecture about a case. “Off-line” lectures during the discussion can be used to clarify related issues (a legal or regulatory subject, for example), or to cover adjunct material. The instructor should make it clear that the class is briefly leaving the discussion so that she or he can give a brief “lecturette,” and that they will return to the discussion soon. Such diversions should last no more than a few minutes at most.

About CaseNet

Closing Thoughts

The case discussion process depends upon a delicate set of relationships: teacher-to-student, student-to-student, and class-to-material. Once the process becomes established it can accomplish a great deal. Because of the delicacy and power, it is important to nurture the discussion process even if that means trading off some coverage of a case. The process is so important that nurturing it is more important than covering any specific topic in any specific case. The teacher should not suddenly “take control” of the discussion to cover “one last, but important part” in a case discussion and risk hurting the process for future discussions. This is particularly true in early discussions because they set the tone for the process throughout the course. Because these sessions are so important to the overall experience in the course, put particular emphasis on the development of a good discussion process in early classes, especially the first two.

The instructor, in all that he or she does, and particularly with respect to the relationship between the student and teacher, sets a strong example. Thus, the instructor should set a good example.

Finally, because human development is so serious and important, and the teacher and classroom experience so strong in impact, the outstanding instructor must strive for excellence.

MAKING THE CASE

Text and Case Recommendations for Your Course

ACCOUNTING

Cases are the perfect companion to this best-selling text from Thomson Business & Economics. Combining Stickney and Weil’s *Financial Accounting* with new cases can keep your course fresh and let you focus on the business principles of your choice.

CASE SPOTLIGHT

General Electric—2000: Quality of Earnings Assessment

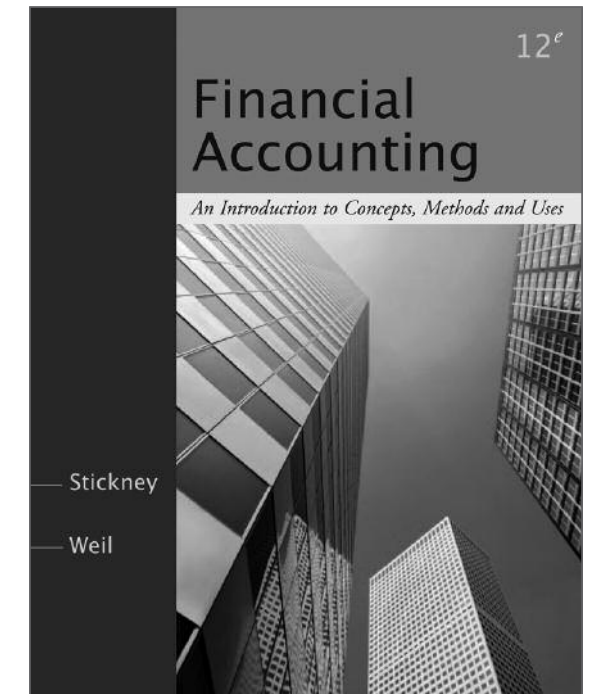
Authors: David F. Hawkins

Case Number: 9-101-091

Length: 29 pages

Teaching Note: Yes

A financial analyst reviews General Electric’s financial reports to learn more about U.S. Generally Accepted Accounting Principles (GAAP) and how they differ from international accounting standards. **See page vi of this catalog for details on how to order!**



Financial Accounting: An Introduction to Concepts, Methods and Uses, 12th Edition

Stickney and Weil

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To help you get started, here are just a few recommendations from our CaseNet collection.
Visit www.textchoice.com/casenet or ask your local Thomson representative for more suggestions.

TEXT TOPIC	RECOMMENDED PRINT CASE
Introduction to Business: Activities and Overview of Financial Statements and the Reporting Process	<i>Thumbs-Up Video, Inc.</i> Author(s): William J. Bruns Jr., Eric J. Petro Case Number: 9-189-193 Length: 3 pages Teaching Note: No
Balance Sheet: Presenting the Investments and Financing of a Firm	<i>Maria Hernandez & Associates</i> Author(s): William J. Bruns Jr. Case Number: 9-189-193 Length: 2 pages Teaching Note: Yes
Income Statement: Reporting the Results of Operating Activities	<i>Chemalite, Inc.</i> Author(s): David A. Wilson Case Number: 9-177-078 Length: 3 pages Teaching Note: Yes
Statement of Cash Flows: Reporting the Effects of Operating, Investing, and Financing Activities on Cash Flows	<i>Statements of Cash Flows: Three Examples</i> Author(s): William J. Bruns Jr., Julie H. Hertenstein Case Number: 9-193-103 Length: 8 pages Teaching Note: Yes
Introduction to Financial Statement Analysis	<i>Colgate-Palmolive Co.: Analyzing an Annual Report</i> Author(s): William J. Bruns Jr. Case Number: 9-196-116 Length: 13 pages Teaching Note: No
Receivables and Revenue Recognition.	<i>Circuit City Stores, Inc. (A)</i> Author(s): William J. Bruns Jr., Susan S. Harmeling Case Number: 9-191-086 Length: 11 pages Teaching Note: Yes
Inventories: The Source of Operating Profits	<i>Seitel, Inc.</i> Author(s): David F. Hawkins Case Number: 9-100-022 Length: 13 pages Teaching Note: No
Long-Lived Tangible and Intangible Assets: The Source of Operating Capacity	<i>Accounting Fraud at WorldCom</i> Author(s): Robert S. Kaplan, David Kiron Case Number: 9-104-071 Length: 18 pages Teaching Note: Yes
Liabilities: Introduction	<i>Accounting for the Intel Pentium Chip Flaw</i> Author(s): Gregory S. Miller, V.G. Narayanan, Lisa Brem Case Number: 9-101-072 Length: 10 pages Teaching Note: No
Liabilities: Off-Balance-Sheet Financing, Leases, Deferred Income Taxes, and Retirement Benefits	<i>Accounting for Frequent Fliers</i> Author(s): William J. Bruns Jr., Susan S. Harmeling Case Number: 9-192-040 Length: 7 pages Teaching Note: No
Marketable Securities, Derivatives, and Investments	<i>Accounting for Marketable Securities and the "Recycling" of Income</i> Author(s): Gregory S. Miller Case Number: 9-106-025 Length: 4 pages Teaching Note: No
Shareholders' Equity: Capital Contributions, Distributions, and Earnings	<i>Butler Capital Partners and Autodistribution: Putting Private Equity to Work in France</i> Author(s): Walter Kuemmerle, William J. Coughlin Case Number: 9-800-224 Length: 29 pages Teaching Note: Yes
Statement of Cash Flows: Another Look	<i>Crystal Meadows of Tahoe, Inc</i> Author(s): William J. Bruns Jr. Case Number: 9-192-150 Length: 6 pages Teaching Note: Yes
Significance and Implications of Alternative Accounting Principles	<i>Microsoft's Financial Reporting Strategy</i> Author(s): Dawn Matsumoto, Robert Bowen Case Number: 9-100-027 Length: 12 pages Teaching Note: Yes

MAKING THE CASE

Text and Case Recommendations for Your Course

ACCOUNTING

Cases are the perfect companion to this best-selling text from Thomson Business & Economics. Combining Maher/Stickney/Weil *Managerial Accounting: An Introduction to Concepts, Methods, and Uses* with new cases can keep your course fresh and let you focus on the business principles of your choice.

CASE SPOTLIGHT

Kanthal (A)

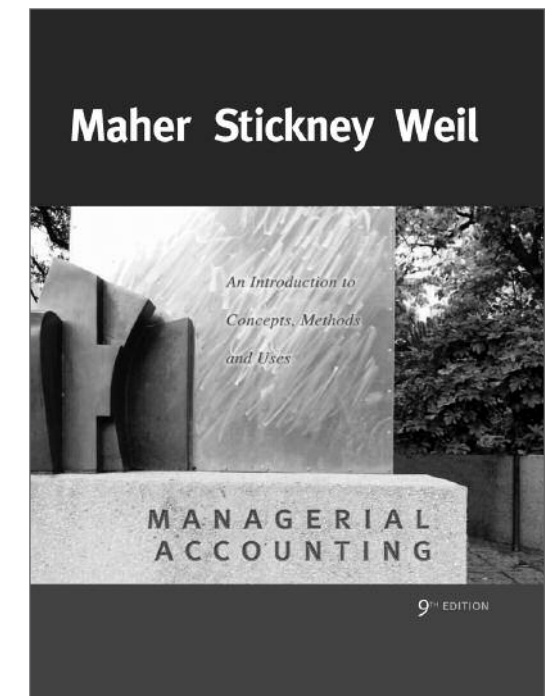
Authors: Robert S. Kaplan

Case Number: 9-190-002

Length: 13 pages

Teaching Note: Yes

Multinational company needs an improved cost system to determine the profitability of individual customer orders. Its strategy is to have significant sales and profitability growth without adding additional administrative and support people. The new cost system assesses a charge to each customer order received and an additional surcharge if the item ordered is not normally stocked. The goal is to direct sales resources to the most profitable customers: those who buy standard products in large predictable quantities with minimal demands on technical resources. **See page vi of this catalog for details on how to order!**



Managerial Accounting: An Introduction to Concepts, Methods, and Uses, 9th Edition

Maher, Stickney and Weil

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To help you get started, here are just a few recommendations from our CaseNet collection.
Visit www.textchoice.com/casenet or ask your local Thomson representative for more suggestions.

TEXT TOPIC	RECOMMENDED PRINT CASE	
Fundamental Concepts	<i>Carver Consulting Co.</i> Author(s): William J. Bruns Jr. Case Number: 9-199-006	Length: 7 pages Teaching Note: No
Measuring Product Costs	<i>Kanthal (A)</i> Author(s): Robert S. Kaplan Case Number: 9-190-002	Length: 13 pages Teaching Note: Yes
Activity-Based Management	<i>Dakota Office Products</i> Author(s): Robert S. Kaplan Case Number: 1-102-021	Length: 5 pages Teaching Note: Yes
Strategic Management of Costs, Quality, and Time	<i>Texas Instruments: Cost of Quality (A)</i> Author(s): Robert S. Kaplan, Christopher D. Ittner	Case Number: 9-189-029 Length: 16 pages Teaching Note: No
Cost Drivers and Cost Behavior	<i>Cost System Analysis</i> Author(s): Robert S. Kaplan Case Number: 9-195-181	Length: 5 pages Teaching Note: No
Financial Modeling for Short-Term Decision Making	<i>Summit Distributors (A)</i> Author(s): William J. Bruns Jr., Amy P. Hutton, Marc H. Zablatsky	Case Number: 9-193-053 Length: 10 pages Teaching Note: Yes
Differential Cost Analysis for Operating Decisions	<i>Sippican Corp. (A)</i> Author(s): Robert S. Kaplan Case Number: 9-106-058	Length: 5 pages Teaching Note: No
Capital Expenditure Decisions	<i>Eli Lilly and Co.: The Flexible Facility Decision—1993</i> Author(s): Gary P. Pisano, Sharon Rossi	Case Number: 9-694-074 Length: 19 pages Teaching Note: Yes
Profit Planning and Budgeting	<i>Komatsu Ltd. (B): Profit Planning and Product Costing</i> Author(s): Robin Cooper	Case Number: : 9-195-061 Length: 13 pages Teaching Note: Yes
Profit and Cost Center Performance Evaluation	<i>Bridgeton Industries: Automotive Component & Fabrication Plant</i> Author(s): Robin Cooper, Patricia J. Bost	Case Number: 9-190-085 Length: 7 pages Teaching Note: Yes
Investment Center Performance Evaluation	<i>Procurement at Betapharm Corp. (A)</i> Author(s): Susan L. Kulp, Taylor Randall Case Number: 9-105-030	Length: 9 pages Teaching Note: Yes
Incentive Issues	<i>Long-Term Capital Management, L.P. (C)</i> Author(s): Andre F. Perold Case Number: 9-200-009	Length: 13 pages Teaching Note: No
Allocating Costs to Responsibility Centers	<i>Cambridge Hospital Community Health Network: The Primary Care Unit</i> Author(s): V.G. Narayanan, Ryan Moore, Lisa Brem	Case Number: 9-100-054 Length: 19 pages Teaching Note: Yes

2008 CATALOG

ACCOUNTING & CONTROL

B

Big City Courier

Provider: Ivey Publishing
Author: Murray J. Bryant, Michelle Theobalds
Case Number: 9A97B009
Length: 8 pages
Teaching Note: Yes

Bill French, Accountant

Provider: Harvard Business School Publishing
Author: Harlan, N.E.
Case Number: 104039
Length: 5 pages
Teaching Note: Yes

Birch Paper Co.

Provider: Harvard Business School Publishing
Author: Harlan, N.E.
Case Number: 158001
Length: 2 pages
Teaching Note: Yes

Borders Hotel Corp.

Provider: Ivey Publishing
Author: David C. Shaw, John A. Humphrey, Richard Nason
Case Number: 9B01B034
Length: 5 pages
Teaching Note: Yes

Boston Lyric Opera

Provider: Harvard Business School Publishing
Author: Kaplan, R.S.
Case Number: 101111
Length: 21 pages
Teaching Note: Yes

Bridgeton Industries: Automotive Component & Fabrication Plant

Provider: Harvard Business School Publishing
Author: Cooper, R
Case Number: 190085
Length: 7 pages
Teaching Note: Yes

C

Caribbean Internet Cafe

Provider: Ivey Publishing
Author: Murray J. Bryant, Michelle Theobalds
Case Number: 9A98b002
Length: 6 pages
Teaching Note: Yes

Chemalite, Inc.

Provider: Harvard Business School Publishing
Author: Wilson, D.A.
Case Number: 177078
Length: 3 pages
Teaching Note: Yes

Citibank: Performance Evaluation

Provider: Harvard Business School Publishing
Author: Simons, R.I.
Case Number: 198048
Length: 9 pages
Teaching Note: Yes

**Codman & Shurtleff, Inc.:
Planning and Control System**

Provider: Harvard Business School Publishing
Author: Simons, R.I.
Case Number: 187081
Length: 17 pages
Teaching Note: Yes

Co-operative Bank

Provider: Harvard Business School Publishing
Author: Kaplan, R.S.
Case Number: 195196
Length: 17 pages
Teaching Note: Yes

D

**Depreciation at Delta Air Lines
and Singapore Airlines (A)**

Provider: Harvard Business School Publishing
Author: Bruns, W.J. Jr
Case Number: 198001
Length: 10 pages
Teaching Note: Yes

Destin Brass Products Co.

Provider: Harvard Business School Publishing
Author: Bruns, W.J. Jr
Case Number: 190089
Length: 10 pages
Teaching Note: Yes

E

eBay, Inc.: Internet Success or Fairy Tale?

Provider: Harvard Business School Publishing
Author: Hawkins, D.F.
Case Number: 104049
Length: 20 pages
Teaching Note: Yes

Empire Glass Co. (A)

Provider: Harvard Business School Publishing
Author: Hawkins, D.F.
Case Number: 109043
Length: 19 pages
Teaching Note: Yes

Enron Corp.: May 6, 2001 Sell Recommendation

Provider: Harvard Business School Publishing
Author: Hawkins, D.F.
Case Number: 104075
Length: 29 pages
Teaching Note: Yes

Eva at Ault Foods Limited

Provider: Ivey Publishing
Author: Sarah C. Mavrinac, Angela Skubovius,
Henry Fiorillo
Case Number: 9A98B001
Length: 20 pages
Teaching Note: Yes

F

**Farmington Industries, Inc.:
Managing Currency Exposure Risk**

Provider: Harvard Business School Publishing
Author: Hawkins, D.F.
Case Number: 104053
Length: 8 pages
Teaching Note: Yes

Financial Planning—Projected Financial Statements

Provider: Ivey Publishing
Author: Mark A. Heisz, Richard H. Mimick
Case Number: 9A83K006
Length: 18 pages
Teaching Note: Yes

H

Harnischfeger Corp.

Provider: Harvard Business School Publishing
Author: Palepu, K.G.
Case Number: 186160
Length: 23 pages
Teaching Note: Yes

I

Identify the Nonprofit

Provider: Harvard Business School Publishing
Author: Herzlinger, R.E.
Case Number: 195215
Length: 4 pages
Teaching Note: Yes

J

**John Deere Component Works (A):
Activity-Based Costing**

Provider: Harvard Business School Publishing
Author: Kaplan, R.S.
Case Number: 187107
Length: 19 pages
Teaching Note: Yes

K

Kanthal (A)

Provider: Harvard Business School Publishing
Author: Kaplan, R.S.
Case Number: 190002
Length: 13 pages
Teaching Note: Yes

L

Land Securities Group Plc (A): Choosing Cost or Fair Value on Adoption of IFRS

Provider: Harvard Business School Publishing
 Author: Riedl, E.J.
 Case Number: 105014
 Length: 13 pages
 Teaching Note: Yes

London Life: Group Retirement Services and the Balanced Scorecard (A)

Provider: Ivey Publishing
 Author: Claude P. Lanfranco, Michelle Theobalds
 Case Number: 9A98B007
 Length: 16 pages
 Teaching Note: Yes

M

Mencotti Wine Co.

Provider: Ivey Publishing
 Author: T. Ross Archibald
 Case Number: 9A80B012
 Length: 3 pages
 Teaching Note: Yes

Microsoft's Financial Reporting Strategy

Provider: Harvard Business School Publishing
 Author: Matsumoto, D.
 Case Number: 100027
 Length: 12 pages
 Teaching Note: Yes

Mobil USM&R (A): Linking the Balanced Scorecard

Provider: Harvard Business School Publishing
 Author: Kaplan, R.S.
 Case Number: 197025
 Length: 19 pages
 Teaching Note: Yes

N

Novartis (A): Being a Global Leader

Provider: Harvard Business School Publishing
 Author: Datar, S.M.
 Case Number: 198041
 Length: 16 pages
 Teaching Note: Yes

Novartis Pharma: The Business Unit Model

Provider: Harvard Business School Publishing
 Author: Datar, S.M.
 Case Number: 101030
 Length: 21 pages
 Teaching Note: Yes

P

Percy Group

Provider: Ivey Publishing
 Author: Darroch A. Robertson, Benji Shomair, Chris Sturby
 Case Number: 9B01B009
 Length: 10 pages
 Teaching Note: Yes

Polymedica Corporation (A)

Provider: Harvard Business School Publishing
 Author: Hawkins, D.F.
 Case Number: 104023
 Length: 9 pages
 Teaching Note: Yes

Polymedica Corp. (B)

Provider: Harvard Business School Publishing
 Author: Hawkins, D.F.
 Case Number: 104031
 Length: 9 pages
 Teaching Note: Yes

Polymedica Corp. (C)

Provider: Harvard Business School Publishing
 Author: Hawkins, D.F.
 Case Number: 104032
 Length: 9 pages
 Teaching Note: Yes

Polysar Ltd.

Provider: Harvard Business School Publishing
 Author: Simons, R.I.
 Case Number: 187098
 Length: 13 pages
 Teaching Note: Yes

Prestige Telephone Co.

Provider: Harvard Business School Publishing
 Author: Bruns, W.J. Jr
 Case Number: 197097
 Length: 4 pages
 Teaching Note: Yes

Procurement at Betapharm Corp. (A)

Provider: Harvard Business School Publishing
 Author: Kulp, S.
 Case Number: 105030
 Length: 9 pages
 Teaching Note: Yes

Procurement at Betapharm Corp. (B)

Provider: Harvard Business School Publishing
 Author: Kulp, S.
 Case Number: 105031
 Length: 9 pages
 Teaching Note: Yes

Procurement at Betapharm Corp. (C)

Provider: Harvard Business School Publishing
 Author: Kulp, S.
 Case Number: 105032
 Length: 9 pages
 Teaching Note: Yes

Protect-A-Plate Venture

Provider: Ivey Publishing
 Author: Richard H. Mimick, T. Ross Archibald
 Case Number: 9A80B008
 Length: 4 pages
 Teaching Note: Yes

S

Seligram, Inc.: Electronic Testing Operations

Provider: Harvard Business School Publishing
 Author: Cooper, R.
 Case Number: 189084
 Length: 11 pages
 Teaching Note: Yes

Sleeman Breweries Limited

Provider: Ivey Publishing
 Author: Darren Henderson, Elizabeth M.A. Grasby
 Case Number: 9B00M041
 Length: 8 pages
 Teaching Note: Yes

Stamford International, Inc.

Provider: Harvard Business School Publishing
 Author: Hawkins, D.F.
 Case Number: 105042
 Length: 10 pages
 Teaching Note: Yes

Standard International, Inc. (A)

Provider: Harvard Business School Publishing
 Author: Hawkins, D.F.
 Case Number: 100064
 Length: 6 pages
 Teaching Note: Yes

Super Project

Provider: Harvard Business School Publishing
 Author: Vancil, R.F.
 Case Number: 112034
 Length: 16 pages
 Teaching Note: Yes

T

The Great Atlantic & Pacific Tea Company, Inc

Provider: Harvard Business School Publishing
 Author: Hawkins, D.F.
 Case Number: 104070
 Length: 18 pages
 Teaching Note: Yes

V

Vyaderm Pharmaceuticals

Provider: Harvard Business School Publishing
 Author: Simons, R.I.
 Case Number: 101019
 Length: 15 pages
 Teaching Note: Yes

W

Wells Fargo Online Financial Services (A)

Provider: Harvard Business School Publishing
 Author: Kaplan, R.S.
 Case Number: 198146
 Length: 18 pages
 Teaching Note: Yes

Worldcom, Inc.: Two Views

Provider: Harvard Business School Publishing
 Author: Hawkins, D.F.
 Case Number: 105047
 Length: 39 pages
 Teaching Note: Yes

SERVICE MANAGEMENT

V

Virtual Vineyards

Provider: Ivey Publishing
 Author: Rayport, J.F.
 Case Number: 396264
 Length: 28 pages
 Teaching Note: Yes

MAKING THE CASE

Text and Case Recommendations for Your Course

ECONOMICS

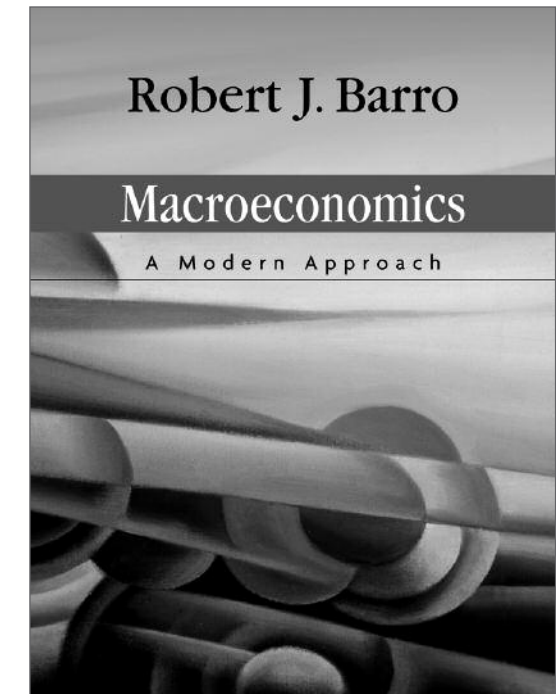
Cases are the perfect companion to this best-selling text from Thomson Business & Economics. Combining Barro's *Macroeconomics: A Modern Approach* with new cases can keep your course fresh and let you focus on the business principles of your choice.

CASE SPOTLIGHT

The U.S. Current Account Deficit in 2005

Authors: Laura Alfaro, Rafael Di Tella, Ingrid Vogel
 Case Number: 9-706-002

In Spring 2005, investors and policymakers throughout the world were confronted with the challenge of deciding whether and how to respond to global economic imbalances exemplified by the large and growing current account deficit in the United States. In 2004, the U.S. current account deficit was \$666 billion, equivalent to 5.7% of GDP, and showed no signs of abating. Yearly current account deficits were funded by substantial capital inflows from abroad. The implications of a widening U.S. current account deficit and a growing net liabilities position were debated with intensity. At one extreme, it was argued that large deficits would eventually resolve themselves smoothly, even if they persisted for many more years. Other analysts believed the large deficits would soon lead to a necessary macroeconomic adjustment that could be painful; the dollar faced the risk of a sharp and disorderly fall. In this environment, Berkshire Hathaway, run by legendary investor Warren Buffet, increased the value of its foreign exchange contracts, consisting predominately of short positions against the dollar, from \$12 billion in 2003 to \$21 billion in 2004. It remained to be seen what results this huge currency position would ultimately yield. See page vi of this catalog for details on how to order!



Macroeconomics: A Modern Approach

Robert Barro
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To help you get started, here are just a few recommendations from our CaseNet collection.
Visit www.textchoice.com/casenet or ask your local Thomson representative for more suggestions.

TEXT TOPIC	RECOMMENDED PRINT CASE	
Thinking about Macroeconomics	<i>The Birth of Modern Macroeconomic Policy: Sweden and the Great Depression</i> Author(s): Julio J. Rotemberg, Lisa H. Lewis	Case Number: 9-704-029 Length: 27 pages Teaching Note: Yes
National-Income Accounting: Gross Domestic Product and the Price Level	<i>National Economic Accounting: Past, Present, and Future</i> Author(s): David A. Moss, Sarah Brennan	Case Number: 9-703-026 Length: 28 pages Teaching Note: No
Introduction to Economic Growth	<i>Fiscal Policy and the Case of Expansionary Fiscal Contraction in Ireland in the 1980s</i> Author(s): Huw Pill	Case Number: 9-705-015 Length: 15 pages Teaching Note: No
Conditional Convergence and Long-Run Economic Growth	<i>Fiscal Policy and the Case of Expansionary Fiscal Contraction in Ireland in the 1980s</i> Author(s): Huw Pill	Case Number: 9-705-015 Length: 15 pages Teaching Note: Yes
Markets, Prices, Supply, and Demand	<i>Alusaf Hillside Project</i> Author(s): Kenneth S. Corts, John R. Wells Case Number: 9-704-458	Length: 11 pages Teaching Note: No
An Equilibrium Business-Cycle Model	<i>Kevin McCarthy and Westlake Chemical Corp (A)</i> Author(s): Edward J. Riedl Case Number: 9-106-049	Length: 12 pages Teaching Note: Yes
Capital Utilization and Unemployment	<i>Unemployment in France: "Priority Number One"</i> Author(s): David A. Moss Case Number: 9-795-064	Length: 25 pages Teaching Note: Yes
The Demand for Money and the Price Level	<i>The Birth of Modern Macroeconomic Policy: Sweden and the Great Depression</i> Author(s): Julio J. Rotemberg, Lisa H. Lewis	Case Number: 9-704-029 Length: 27 pages Teaching Note: Yes
Inflation, Money Growth, and Interest Rates	<i>Foreign Exchange Markets and Transactions</i> Author(s): Mihir A. Desai, Yanjun Wang, Christina B. Pham, Kathleen Luchs	Case Number: 9-205-016 Length: 28 pages Teaching Note: Yes
Government Expenditure	<i>Medtronic, Inc.</i> Author(s): John B. Goodman, Patrick Moreton Case Number: 9-793-058	Length: 25 pages Teaching Note: No
Taxes	<i>The Reagan Plan</i> Author(s): George C. Lodge Case Number: 9-381-173	Length: 24 pages Teaching Note: No
The Public Debt	<i>The Barber of Buenos Aires: Argentina's Debt Renegotiation</i> Author(s): Noel Maurer, Aldo Musacchio	Case Number: 9-706-034 Length: 24 pages Teaching Note: Yes
Money and Business Cycles I: The Price-Misperceptions Model	<i>Paul Volcker and the Federal Reserve—1979-82</i> Author(s): Michael G. Rukstad Case Number: 9-386-055	Length: 30 pages Teaching Note: No
World Markets in Goods and Credits	<i>Estonia in Transition</i> Author(s): Michael E. Porter, Orjan Solvell Case Number: 9-702-436	Length: 21 pages Teaching Note: Yes
Exchange Rates	<i>The Decline of the Dollar—1978</i> Author(s): Michael G. Rukstad, Daniel A. Pope Case Number: 9-384-116	Length: 17 pages Teaching Note: No

2008 CATALOG

BUSINESS, GOVERNMENT & INTERNATIONAL ECONOMICS

A

Argentine Paradox: Economic Growth and the Populist Tradition

Provider: Harvard Business School Publishing
Author: Di Tella, R.
Case Number: 702001
Length: 24 pages
Teaching Note: Yes

B

Brazil at the Wheel

Provider: Harvard Business School Publishing
Author: Jones, G.G.
Case Number: 804080
Length: 22 pages
Teaching Note: Yes

Brazil: Embracing Globalization?

Provider: Harvard Business School Publishing
Author: Alfaro, L.
Case Number: 701104
Length: 29 pages
Teaching Note: Yes

C

Chile: The Latin American Tiger?

Provider: Harvard Business School Publishing
Author: Kennedy, R.E.
Case Number: 798092
Length: 25 pages
Teaching Note: Yes

China: Facing the 21st Century

Provider: Harvard Business School Publishing
Author: Kennedy, R.E.
Case Number: 798066
Length: 25 pages
Teaching Note: Yes

Chiquita Brands International (A)

Provider: Harvard Business School Publishing
Author: Spar, D.
Case Number: 797015
Length: 22 pages
Teaching Note: Yes

E

European Monetary Union

Provider: Harvard Business School Publishing

Author: Vietor, R.H.K.

Case Number: 799131

Length: 33 pages

Teaching Note: Yes

J

Japan: "Free, Fair, and Global?"

Provider: Harvard Business School Publishing

Author: Vietor, R.H.K.

Case Number: 798083

Length: 27 pages

Teaching Note: Yes

S

Singapore

Provider: Harvard Business School Publishing

Author: Reinhardt, F.

Case Number: 793096

Length: 25 pages

Teaching Note: Yes

Spain: Straddling the Atlantic

Provider: Harvard Business School Publishing

Author: Di Tella, R.

Case Number: 705006

Length: 24 pages

Teaching Note: Yes

T

The U.S. Current Account Deficit in 2005

Provider: Harvard Business School Publishing

Author: Alfaro, L.

Case Number: 706002

Length: 28 pages

Teaching Note: Yes

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Corporate Finance: A Focused Approach, 2nd Edition

Michael C. Ehrhardt and Eugene F. Brigham
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CASE SPOTLIGHT

Cases in Financial Management

Authors: Linda S. Klein, Eugene F. Brigham, Christopher Buzzard

Thomson's *Cases in Financial Management* consists of two sets of cases: the Klein-Brigham Series and the Brigham-Buzzard Series. Both sets are customizable and perfect for both undergraduate and graduate Corporate Finance courses.

These cases use company scenarios to illustrate focused concepts related to financial decision-making. By forcing the students to concentrate on a narrow range of issues in each case, rather than the more broad-based approach found in some business cases, the students are allowed to delve more deeply into the topic as well as utilize detailed problem solving techniques. See page vi of this catalog for details on how to order!



Financial Management: Theory and Practice, 12th Edition

Eugene F. Brigham and Michael C. Ehrhardt
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TEXT TOPIC	RECOMMENDED PRINT CASE
An Overview of Corporate Finance and the Financial Environment	<i>Knoll Furniture: Going Public</i> Author(s): Paul A. Gompers, Jon Asher Daniels Case Number: 9-202-114 Length: 26 pages Teaching Note: No
Time Value of Money	<i>Ginny's Restaurant</i> Author(s): Mark Mitchell Case Number: 9-201-099 Length: 2 pages Teaching Note: Yes
Financial Statements, Cash Flow & Taxes	<i>Statements of Cash Flows: Three Examples</i> Author(s): William J. Bruns Jr., Julie H. Hertenstein Case Number: 9-193-103 Length: 8 pages Teaching Note: Yes
Analysis of Financial Statements	<i>First Investments, Inc.: Analysis of Financial Statements</i> Author(s): David F. Hawkins Case Number: 9-197-010 Length: 4 pages Teaching Note: No
Risk and Return	<i>Why Manage Risk?</i> Author(s): Peter Tufano, Jonathan S. Headley Case Number: 9-294-107 Length: 6 pages Teaching Note: No
Bonds and their Valuation	<i>Bond Math</i> Author(s): Todd Pulvino Case Number: 9-201-101 Length: 4 pages Teaching Note: No
Stocks and their Valuation	<i>Ford Motor Co.'s Value Enhancement Plan (A)</i> Author(s): Andre F. Perold Case Number: 9-201-079 Length: 17 pages Teaching Note: Yes
Financial Options their Valuation and Applications in Corporate Finance	<i>Cephalon, Inc.</i> Author(s): Peter Tufano, Geoffrey Verter, Markus F. Mullarkey Case Number: 9-298-116 Length: 18 pages Teaching Note: No
The Cost of Capital	<i>Cost of Capital at Ameritrade</i> Author(s): Mark Mitchell, Erik Stafford Case Number: 9-201-046 Length: 24 pages Teaching Note: Yes
The Basics of Capital Budgeting: Evaluating Cash Flow	<i>Pioneer Petroleum Corp.</i> Author(s): Richard S. Ruback Case Number: 9-292-011 Length: 5 pages Teaching Note: Yes
Cash Flow Estimation and Risk Analysis	<i>Toy World, Inc.</i> Author(s): W. Carl Kester Case Number: 9-295-073 Length: 6 pages Teaching Note: Yes
Financial Planning and Forecasting Statements	<i>Whirlpool Europe</i> Author(s): Richard S. Ruback, Sudhakar Balachandran, Aldo Sesia Jr. Case Number: 9-202-017 Length: 7 pages Teaching Note: Yes
Corporate Valuation, Value Based Management and Corporate Governance	<i>Vodafone AirTouch's Bid for Mannesmann</i> Author(s): Simi Kedia Case Number: 9-201-096 Length: 20 pages Teaching Note: Yes
Capital Structure Decisions	<i>Bed Bath & Beyond: The Capital Structure Decision</i> Author(s): Richard S. Ruback, Sudhakar Balachandran, Aldo Sesia Jr. Case Number: KEL082 Length: 14 pages Teaching Note: No
Distribution to Shareholders: Dividends and Repurchases	<i>Dividend Policy at Linear Technology</i> Author(s): Malcolm P. Baker, Alison Berkley Wagonfeld Case Number: 9-204-066 Length: 18 pages Teaching Note: Yes
Working Capital Management	<i>Dell's Working Capital</i> Author(s): Richard S. Ruback, Aldo Sesia Jr. Case Number: 9-201-029 Length: 6 pages Teaching Note: Yes
Multinational Corporate Finance	<i>Creating the International Trade Organization</i> Author(s): David A. Moss, George Appling, Andrew Archer Case Number: 9-798-057 Length: 25 pages Teaching Note: Yes

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TEXT TOPIC	RECOMMENDED PRINT CASE
An Overview of Corporate Finance and the Financial Environment	<i>Knoll Furniture: Going Public</i> Author(s): Paul A. Gompers, Jon Asher Daniels Case Number: 9-202-114 Length: 26 pages Teaching Note: No
Time Value of Money	<i>Ginny's Restaurant</i> Author(s): Mark Mitchell Case Number: 9-201-099 Length: 2 pages Teaching Note: Yes
Financial Statements, Cash Flow & Taxes	<i>Statements of Cash Flows: Three Examples</i> Author(s): William J. Bruns Jr., Julie H. Hertenstein Case Number: 9-193-103 Length: 8 pages Teaching Note: Yes
Analysis of Financial Statements	<i>First Investments, Inc.: Analysis of Financial Statements</i> Author(s): David F. Hawkins Case Number: 9-197-010 Length: 4 pages Teaching Note: No
Bonds, Bond Valuation and Interest Rates	<i>Bond Math</i> Author(s): Todd Pulvino Case Number: 9-201-101 Length: 4 pages Teaching Note: No
Risk, Return, and the Capital Asset Pricing Model	<i>Why Manage Risk?</i> Author(s): Peter Tufano, Jonathan S. Headley Case Number: 9-294-107 Length: 6 pages Teaching Note: No
Portfolio Theory and Other Asset Pricing Models	<i>The Harvard Management Co. and Inflation-Protected Bonds</i> Author(s): Luis M. Viceira Case Number: 9-201-053 Length: 13 pages Teaching Note: Yes
Stocks, Stock Valuation and Stock Market Equilibrium	<i>Ford Motor Co.'s Value Enhancement Plan (A)</i> Author(s): Andre F. Perold Case Number: 9-201-079 Length: 17 pages Teaching Note: Yes
Financial Options and Their Applications in Corporate Finance	<i>Cephalon, Inc.</i> Author(s): Peter Tufano, Geoffrey Verter, Markus F. Mullarkey Case Number: 9-298-116 Length: 18 pages Teaching Note: No
The Cost of Capital	<i>Cost of Capital at Ameritrade</i> Author(s): Mark Mitchell, Erik Stafford Case Number: 9-201-046 Length: 24 pages Teaching Note: Yes
The Basics of Capital Budgeting: Evaluating Cash Flows	<i>Pioneer Petroleum Corp.</i> Author(s): Richard S. Ruback Case Number: 9-292-011 Length: 5 pages Teaching Note: Yes
Cash Flow Estimation and Risk Analysis	<i>Toy World, Inc.</i> Author(s): W. Carl Kester Case Number: 9-295-073 Length: 6 pages Teaching Note: Yes
Decision Trees, Real Options, and Other Capital Budgeting Topics	<i>Merck & Co: Evaluating a Drug Licensing Opportunity</i> Author(s): Richard S. Ruback, David Krieger Case Number: 9-201-023 Length: 6 pages Teaching Note: Yes

To help you get started, here are just a few recommendations from our CaseNet collection.
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TEXT TOPIC	RECOMMENDED PRINT CASE	
Financial Planning and Forecasting Statements	<i>Whirlpool Europe</i> Author(s): Richard S. Ruback, Sudhakar Balachandran, Aldo Sesia Jr.	Case Number: 9-202-017 Length: 7 pages Teaching Note: Yes
Corporate Valuation, Value Based Management and Corporate Governance	<i>Vodafone AirTouch's Bid for Mannesmann</i> Author(s): Simi Kedia Case Number: 9-201-096	Length: 20 pages Teaching Note: Yes
Capital Structure Decisions: The Basics	<i>Bed Bath & Beyond: The Capital Structure Decision</i> Author(s): Richard S. Ruback, Sudhakar Balachandran, Aldo Sesia Jr.	Case Number: KEL082 Length: 14 pages Teaching Note: No
Capital Structure Decisions: Extensions	<i>Debt Policy at UST, Inc.</i> Author(s): Mark Mitchell Case Number: 9-200-069	Length: 14 pages Teaching Note: Yes
Distribution to Shareholders: Dividends and Repurchases	<i>Dividend Policy at Linear Technology</i> Author(s): Malcolm P. Baker, Alison Berkley Wagonfeld	Case Number: 9-204-066 Length: 18 pages Teaching Note: Yes
Initial Public Offerings, Investment Banking, and Financial Restructuring	<i>Netscape's Initial Public Offering</i> Author(s): W. Carl Kester, Kendall Backstranad Case Number: 9-296-088	Length: 12 pages Teaching Note: Yes
Lease Financing	<i>The Holt Companies</i> Author(s): Arthur I. Segal, Ben Margolis Case Number: 9-804-012	Length: 22 pages Teaching Note: yes
Hybrid Financing: Preferred Stock, Warrants, and Convertibles	<i>Goldman, Sachs & Co.: Nikkei Put Warrants—1989</i> Author(s): Peter Tufano	Case Number: 9-292-113 Length: 16 pages Teaching Note: No
Working Capital Management	<i>Dell's Working Capital</i> Author(s): Richard S. Ruback, Aldo Sesia Jr. Case Number: 9-201-029	Length: 6 pages Teaching Note: Yes
Derivatives and Risk Management	<i>First American Bank: Credit Default Swaps</i> Author(s): George Chacko, Eli Peter Strick Case Number: 9-203-033	Length: 18 pages Teaching Note: Yes
Bankruptcy, Reorganization, and Liquidation	<i>Delaware Worldwide Corp. (A)</i> Author(s): Ronald W. Moore Case Number: 9-205-047	Length: 17 pages Teaching Note: No
Mergers, LBO's, Divestitures, and Holding Companies	<i>Valuing a Cross-Border LBO: Bidding on the Yell Group</i> Author(s): Mihir A. Desai, Mark F. Veblen, Paolo Notarnicola	Case Number: 9-204-033 Length: 17 pages Teaching Note: Yes
Multinational Corporate Finance	<i>Creating the International Trade Organization</i> Author(s): David A. Moss, George Appling, Andrew Archer	Case Number: 9-798-057 Length: 25 pages Teaching Note: Yes

2008 CATALOG

BUSINESS, GOVERNMENT & INTERNATIONAL ECONOMICS

G

Gerber Products Co.: Investing in the New Poland
 Provider: Harvard Business School Publishing
 Author: Spar, D.
 Case Number: 793069
 Page Count: 19 pages
 Teaching Note: Yes

W

White Nights and Polar Lights: Investing in the Russian Oil Industry
 Provider: Harvard Business School Publishing
 Author: Spar, D.
 Case Number: 795022
 Page Count: 25 pages
 Teaching Note: Yes

Worker Rights and Global Trade: The U.S.-Cambodia Bilateral Textile Trade Agreement
 Provider: Harvard Business School Publishing
 Author: Abrami, R.
 Case Number: 703034
 Page Count: 32 pages
 Teaching Note: Yes

FINANCE

A

Acme Investment Trust: January 2001
 Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 202055
 Page Count: 14 pages
 Teaching Note: Yes

Acquisition of Consolidated Rail Corp. (A)
 Provider: Harvard Business School Publishing
 Author: Esty, B.C.
 Case Number: 298006
 Page Count: 17 pages
 Teaching Note: Yes

Airbus A3XX: Developing the World's Largest Commercial Jet (A)
 Provider: Harvard Business School Publishing
 Author: Esty, B.C.
 Case Number: 201028
 Page Count: 20 pages
 Teaching Note: Yes

Alex Laats and NBX Corporation
 Provider: Darden Business Publishing
 Author: Scott Shane
 Case Number: UVA-ENT-0005
 Page Count: 26 pages
 Teaching Note: Yes

ALZA and Bio-Electro Systems (A): Technological and Financial Innovation
 Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 293124
 Page Count: 29 pages
 Teaching Note: Yes

American Chemical Corp.

Provider: Harvard Business School Publishing
 Author: Fruhan, W.E. Jr; Goldsberry, J.P. III
 Case Number: 280102
 Page Count: 14 pages
 Teaching Note: Yes

American Home Products Corp.

Provider: Harvard Business School Publishing
 Author: Mullins, D.W. Jr
 Case Number: 283065
 Page Count: 7 pages
 Teaching Note: Yes

Apax Partners and Dialog Semiconductor: March 1998

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 201044
 Page Count: 23 pages
 Teaching Note: Yes

Arundel Partners: The Sequel Project

Provider: Harvard Business School Publishing
 Author: Luehrman, T.A.
 Case Number: 292140
 Page Count: 19 pages
 Teaching Note: Yes

B

Boeing 777

Provider: Darden Business Publishing
 Author: Niels Koggersbol; Robert F. Bruner; Henrik Clausen; Dena Gollish
 Case Number: UVA-F-1017
 Page Count: 26 pages
 Teaching Note: Yes

Butler Lumber Co.

Provider: Harvard Business School Publishing
 Author: Piper, T.R.
 Case Number: 292013
 Page Count: 4 pages
 Teaching Note: Yes

C

Case of the Unidentified Industries—1995

Provider: Harvard Business School Publishing
 Author: Fruhan, W.E. Jr
 Case Number: 296049
 Page Count: 2 pages
 Teaching Note: Yes

Chad-Cameroon Petroleum Development and Pipeline Project (A)

Provider: Harvard Business School Publishing
 Author: Esty, B.C.
 Case Number: 202010
 Page Count: 22 pages
 Teaching Note: Yes

Chase Manhattan Corp.: The Making of America's Largest Bank

Provider: Harvard Business School Publishing
 Author: Gilson, S.C.
 Case Number: 298016
 Page Count: 31 pages
 Teaching Note: Yes

Clarkson Lumber Co.

Provider: Harvard Business School Publishing
 Author: Piper, T.R.
 Case Number: 297028
 Page Count: 6 pages
 Teaching Note: Yes

Cooper Industries, Inc.

Provider: Harvard Business School Publishing
 Author: Piper, T.R.
 Case Number: 274116
 Page Count: 9 pages
 Teaching Note: Yes

Cost of Capital at Ameritrade

Provider: Harvard Business School Publishing
 Author: Mitchell, M.
 Case Number: 201046
 Page Count: 24 pages
 Teaching Note: Yes

Crown Cork & Seal/CarnaudMetalbox

Provider: Harvard Business School Publishing
 Author: Fruhan, W.E. Jr
 Case Number: 296019
 Page Count: 23 pages
 Teaching Note: Yes

D

Dividend Policy at FPL Group, Inc. (A)

Provider: Harvard Business School Publishing
 Author: Esty, B.C.
 Case Number: 295059
 Page Count: 17 pages
 Teaching Note: Yes

Dow Chemical's Bid for the Privatization of PBB in Argentina

Provider: Harvard Business School Publishing
 Author: Desai, M.
 Case Number: 204021
 Page Count: 29 pages
 Teaching Note: Yes

E

EMC Corp.: Response to Shareholder Litigation (A)

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 294070
 Page Count: 32 pages
 Teaching Note: Yes

Exxel Group: September—1995

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 297068
 Page Count: 29 pages
 Teaching Note: Yes

F

Financial Performance of Dell Computer

Provider: Harvard Business School Publishing
 Author: Craig Dunbar, Daniel Goldberg
 Case Number: 9B01N017
 Page Count: 14 pages
 Teaching Note: Yes

Fojtasek Companies and Heritage Partners—October 1998

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 200014
 Page Count: 25 pages
 Teaching Note: Yes

Foreign Exchange Hedging Strategies at General Motors: Competitive Exposures

Provider: Harvard Business School Publishing
 Author: Desai, M.
 Case Number: 205096
 Page Count: 9 pages
 Teaching Note: Yes

Francisco Partners

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 200063
 Page Count: 21 pages
 Teaching Note: Yes

G

Globalizing the Cost of Capital and Capital Budgeting at AES

Provider: Harvard Business School Publishing
 Author: Desai, M.
 Case Number: 204109
 Page Count: 23 pages
 Teaching Note: Yes

Gulf Oil Corp.—Takeover

Provider: Harvard Business School Publishing
 Author: Rock, K.F.
 Case Number: 285053
 Page Count: 11 pages
 Teaching Note: Yes

H

Huaneng Power International Inc.: Raising Capital in Global Markets

Provider: Ivey Publishing
 Author: G. Andrew Karolyi, Stephen R. Foerster, Jerry White
 Case Number: 9A98N001
 Page Count: 26 pages
 Teaching Note: Yes

Humana, Inc.: Managing in a Changing Industry

Provider: Harvard Business School Publishing
 Author: Gilson, S.C.
 Case Number: 294062
 Page Count: 19 pages
 Teaching Note: Yes

Hutchison Whampoa Limited: The Capital Structure Decision

Provider: Ivey Publishing
 Author: G. Andrew Karolyi, Larry Wynant, Geoff Crum, Peter Yuan
 Case Number: 9A99N021
 Page Count: 26 pages
 Teaching Note: Yes

I

Immologic Pharmaceutical Corp. (Abridged)

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 293087
 Page Count: 25 pages
 Teaching Note: Yes

Intel Corp.—1992

Provider: Harvard Business School Publishing
 Author: Froot, K.A.
 Case Number: 292106
 Page Count: 22 pages
 Teaching Note: Yes

Interco

Provider: Harvard Business School Publishing
 Author: Mason, S.P.
 Case Number: 291033
 Page Count: 22 pages
 Teaching Note: Yes

Investitori Associati: Exiting the Savio LBO (A)

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 299048
 Page Count: 27 pages
 Teaching Note: Yes

J

John M. Case Co.

Provider: Harvard Business School Publishing
 Author: Hayes, S.I. III
 Case Number: 291008
 Page Count: 14 pages
 Teaching Note: Yes

K

Kendle International, Inc.

Provider: Harvard Business School Publishing
 Author: Crane, D.B.
 Case Number: 200033
 Page Count: 25 pages
 Teaching Note: Yes

Kennecott Copper Corp.

Provider: Harvard Business School Publishing
 Author: Fruhan, W.E. Jr
 Case Number: 278143
 Page Count: 21 pages
 Teaching Note: Yes

Kohler Co.

Provider: Harvard Business School Publishing
 Author: Villalonga, B.
 Case Number: 205034
 Page Count: 20 pages
 Teaching Note: Yes

L

Laurentian Bakeries

Provider: Ivey Publishing
 Author: Stephen R. Foerster, Rob Barbara
 Case Number: 9A95B029
 Page Count: 12 pages
 Teaching Note: Yes

Leading the Josie Esquivel Franchise (C): Definition of Success Over Time

Provider: Harvard Business School Publishing
 Author: Groyberg, B.
 Case Number: 405072
 Page Count: 21 pages
 Teaching Note: Yes

Lufthansa: To Hedge or Not to Hedge

Provider: Ivey Publishing
 Author: Stephen Sapp
 Case Number: 9B00N022
 Page Count: 4 pages
 Teaching Note: Yes

M

Marriott Corp.: The Cost of Capital (Abridged)

Provider: Harvard Business School Publishing
 Author: Ruback, R.S.
 Case Number: 289047
 Page Count: 10 pages
 Teaching Note: Yes

Massey-Ferguson Ltd.—1980

Provider: Harvard Business School Publishing
 Author: Baldwin, C.Y.; Mason, S.P.
 Case Number: 282043
 Page Count: 16 pages
 Teaching Note: Yes

MCI Communications Corp.—1983

Provider: Harvard Business School Publishing
 Author: Greenwald, B.C.
 Case Number: 284057
 Page Count: 14 pages
 Teaching Note: Yes

Microsoft/Intuit

Provider: Harvard Business School Publishing
 Author: Fruhan, W.E. Jr
 Case Number: 295121
 Page Count: 20 pages
 Teaching Note: Yes

MW Petroleum Corp. (A)

Provider: Harvard Business School Publishing
 Author: Luehrman, T.A.
 Case Number: 295029
 Page Count: 18 pages
 Teaching Note: Yes

N

Navistar International

Provider: Harvard Business School Publishing
 Author: Gilson, S.C.
 Case Number: 295030
 Page Count: 23 pages
 Teaching Note: Yes

Netscape's Initial Public Offering

Provider: Harvard Business School Publishing
 Author: Kester, W.C.
 Case Number: 296088
 Page Count: 12 pages
 Teaching Note: Yes

Note on Mergers and Acquisitions and Valuation

Provider: Ivey Publishing
 Author: Stephen R. Foerster, Dominique Fortier
 Case Number: 9A95B023
 Page Count: 14 pages
 Teaching Note: Yes

Note on Private Company Valuation

Provider: Ivey Publishing
 Author: James E. Hatch, Dennis Dussin
 Case Number: 9B01N009
 Page Count: 18 pages
 Teaching Note: Yes

O

Offshoring at Global Information Systems, Inc.

Provider: Harvard Business School Publishing
 Author: Fruhan, W.E. Jr
 Case Number: 204144
 Page Count: 19 pages
 Teaching Note: Yes

**Ontario Teachers' Pension Plan Board:
The Asset Allocation Decision**

Provider: Ivey Publishing
 Author: Stephen R. Foerster, Dean Tzembelicos
 Case Number: 9A97N003
 Page Count: 15 pages
 Teaching Note: Yes

P

**Pepsico Changchun Joint Venture:
Capital Expenditure Analysis**

Provider: Ivey Publishing
 Author: Larry Wynant, Claude P. Lanfranconi,
 Peter Yuan, Geoff Crum
 Case Number: 9B00N016
 Page Count: 17 pages
 Teaching Note: Yes

Petrolera Zuata, Petrozuata C.A.

Provider: Harvard Business School Publishing
 Author: Esty, B.C.
 Case Number: 299012
 Page Count: 22 pages
 Teaching Note: Yes

R

Ratios Tell a Story: 2001

Provider: Darden Business Publishing
 Author: Mark E. Haskins
 Case Number: UVA-C-2162
 Page Count: 4 pages
 Teaching Note: Yes

Refinancing of Shangai General Motors (A)

Provider: Harvard Business School Publishing
 Author: Desai, M.
 Case Number: 204031
 Page Count: 21 pages
 Teaching Note: Yes

RJR Nabisco

Provider: Harvard Business School Publishing
 Author: Ruback, R.S.
 Case Number: 289056
 Page Count: 12 pages
 Teaching Note: Yes

S

Schroder Ventures: Launch of the Euro Fund

Provider: Harvard Business School Publishing
 Author: Lerner, J.
 Case Number: 297026
 Page Count: 26 pages
 Teaching Note: Yes

Scott Paper Co.

Provider: Harvard Business School Publishing
 Author: Gilson, S.C.
 Case Number: 296048
 Page Count: 28 pages
 Teaching Note: Yes

Southport Minerals, Inc.

Provider: Harvard Business School Publishing
 Author: Fruhan, W.E. Jr
 Case Number: 274110
 Page Count: 14 pages
 Teaching Note: Yes

Spyder Active Sports—2004

Provider: Harvard Business School Publishing
 Author: Crane, D.B.
 Case Number: 206027
 Page Count: 23 pages
 Teaching Note: Yes

T

Telus: The Cost of Capital

Provider: Ivey Publishing
 Author: Stephen R. Foerster, James E. Hatch, David C. Shaw
 Case Number: 9B01N019
 Page Count: 9 pages
 Teaching Note: Yes

Three-Dimensional Printing

Provider: Darden Business Publishing
 Author: Scott Shane
 Case Number: UVA-C-2162
 Page Count: 20 pages
 Teaching Note: Yes

Toy World, Inc.

Provider: Harvard Business School Publishing
 Author: Kester, W.C.
 Case Number: 295073
 Page Count: 6 pages
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U

UAL Corp.

Provider: Harvard Business School Publishing
 Author: Gilson, S.C.
 Case Number: 295130
 Page Count: 24 pages
 Teaching Note: Yes

Ultra: The Quest for Leadership (A)

Provider: Harvard Business School Publishing
 Author: Crane, D.B.
 Case Number: 204146
 Page Count: 29 pages
 Teaching Note: Yes

Ultra: The Quest for Leadership (B)

Provider: Harvard Business School Publishing
 Author: Crane, D.B.
 Case Number: 204147
 Page Count: 29 pages
 Teaching Note: Yes

Ultra: The Quest for Leadership (C)

Provider: Harvard Business School Publishing
 Author: Crane, D.B.
 Case Number: 204148
 Page Count: 29 pages
 Teaching Note: Yes

V

Valuing a Cross-Border LBO: Bidding on the Yell Group

Provider: Harvard Business School Publishing
 Author: Desai, M.
 Case Number: 204033
 Page Count: 17 pages
 Teaching Note: Yes

W

Waite First Securities

Provider: Darden Business Publishing
 Author: Samuel E. Bodily
 Case Number: UVA-QA-0453
 Page Count: 8 pages
 Teaching Note: Yes

Walt Disney Co.'s Yen Financing

Provider: Harvard Business School Publishing
 Author: Kester, W.C.
 Case Number: 287058
 Page Count: 11 pages
 Teaching Note: Yes

Warren E. Buffett, 1995

Provider: Darden Business Publishing
 Author: Robert F. Bruner
 Case Number: UVA-F-1160
 Page Count: 19 pages
 Teaching Note: Yes

Williams—2002

Provider: Harvard Business School Publishing
 Author: Coval, J.D.
 Case Number: 203068
 Page Count: 17 pages
 Teaching Note: Yes

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Text and Case Recommendations for Your Course

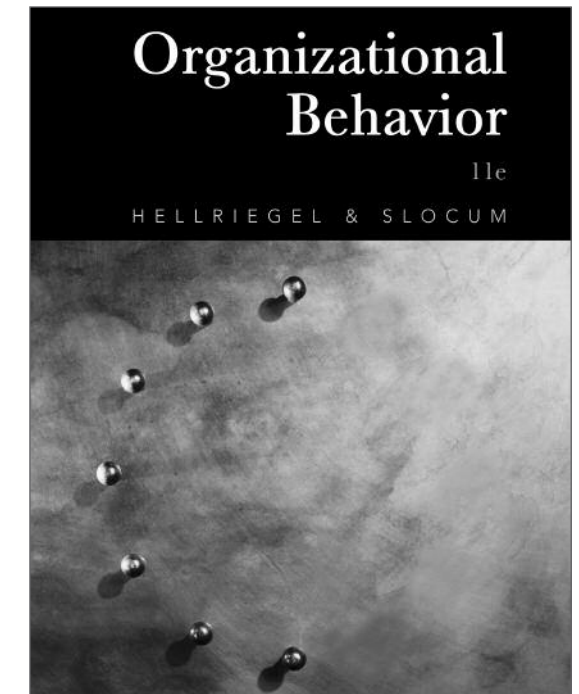
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 Authors: David A. Garvin, Michael A. Roberto
 Case Number: 9-303-058

On January 7, 2002, Paul Levy became CEO of the Beth Israel Deaconess Medical Center. He took over a troubled organization, in serious financial difficulty. This multimedia case describes the situation Levy inherited, his negotiations prior to taking the job, and his first six months as CEO. Includes extensive video interviews with Levy, conducted every two to four weeks during his first six months; a detailed timeline and calendar of events; excerpts from Levy's daily schedule, e-mail correspondence, internal reports, and memoranda; and selected Boston Herald newspaper articles. This case presents students with an unvarnished view of the gritty details of day-to-day general management. See page vi of this catalog for details on how to order!



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TEXT TOPIC	RECOMMENDED PRINT CASE	
Organizational Behavior and Foundation Competencies	<i>Southwest Airlines: Using Human Resources for Competitive Advantage (B)</i> Author(s): Charles A. O'Reilly III	Case Number: HR1B Length: 8 pages Teaching Note: Yes
Understanding Individual Differences	<i>Stephen Brown at John Hancock Financial Services</i> Author(s): Robin J. Ely	Case Number: 9-402-048 Length: 17 pages Teaching Note: Yes
Perception and Attribution	<i>Jensen Shoes: Jane Kravitz's Story</i> Author(s): Mary Gentile, Pamela J. Maus Case Number: 9-395-120	Length: 7 pages Teaching Note: Yes
Learning and Reinforcement	<i>McKinsey & Co.: Managing Knowledge and Learning</i> Author(s): Christopher A. Bartlett	Case Number: 9-396-357 Length: 20 pages Teaching Note: Yes
Fundamentals of Motivation	<i>The Ritz-Carlton Hotel Co.</i> Author(s): Sandra J. Sucher, Stacy McManus Case Number: 9-601-163	Length: 30 pages Teaching Note: Yes
Motivation Through Goal Setting and Reward Systems	<i>Nordstrom: Dissension in the Ranks? (A)</i> Author(s): Robert L. Simons, Hilary A. Weston Case Number: 9-191-002	Length: 24 pages Teaching Note: Yes
Workplace Stress and Aggression	<i>Storm King Mountain</i> Author(s): Michael A. Roberto, Erika M. Ferlins Case Number: 9-304-046	Length: 16 pages Teaching Note: Yes
Leading Effectively Foundations	<i>Meg Whitman at eBay, Inc. (A)</i> Author(s): Linda A. Hill, Maria T. Farkas Case Number: 9-401-024	Length: 32 pages Teaching Note: No
Leading Effectively: Contemporary Developments	<i>Leadership in Crisis: Ernest Shackleton and the Epic Voyage of the Endurance</i> Author(s): Nancy F. Koehn, Erica Helms, Phillip Mead	Case Number: 9-803-127 Length: 41 pages Teaching Note: No
Developing and Leading Teams	<i>Taran Swan at Nickelodeon Latin America (A)</i> Author(s): Linda A. Hill, Kristin C. Dougherty Case Number: 9-400-036	Length: 25 pages Teaching Note: Yes
Managing Conflict and Negotiating Effectively	<i>Negotiating Star Compensation at the USAWBL (A-1): Confidential Instructions for Jesse J</i> Author(s): James K. Sebenius, Guhan Subramanian	Case Number: 9-906-026 Length: 5 pages Teaching Note: No
Interpersonal Communication in Organizations	<i>Henry Tam and the MGI Team</i> Author(s): Jeffrey T. Polzer, Ingrid Vargas, Hillary Anger Elfenbein	Case Number: 9-404-068 Length: 17 pages Teaching Note: Yes
Managerial and Ethical Decision Making	<i>Executive Decision Making at General Motors</i> Author(s): David A. Garvin, Lynne C. Levesque Case Number: 9-305-026	Length: 20 pages Teaching Note: Yes
Designing Organizations	<i>Enterprise IT at Cisco (2004)</i> Author(s): Andrew McAfee, F. Warren McFarlan, Alison Berkley Wagonfeld	Case Number: 9-605-015 Length: 14 pages Teaching Note: No
Cultivating Organizational Culture	<i>Establishing an "ECL" Culture in China: Organizational Difference or National Difference?</i> Author(s): Gilbert Wong, Scarlet Chan, Mary Ho	Case Number: HKU155 Length: 11 pages Teaching Note: Yes
Guiding Organizational Change	<i>Agilent Technologies: Organizational Change (A)</i> Author(s): Glenn R. Carroll, William P. Barnett, Victoria Chang	Case Number: OD1A Length: 35 pages Teaching Note: No

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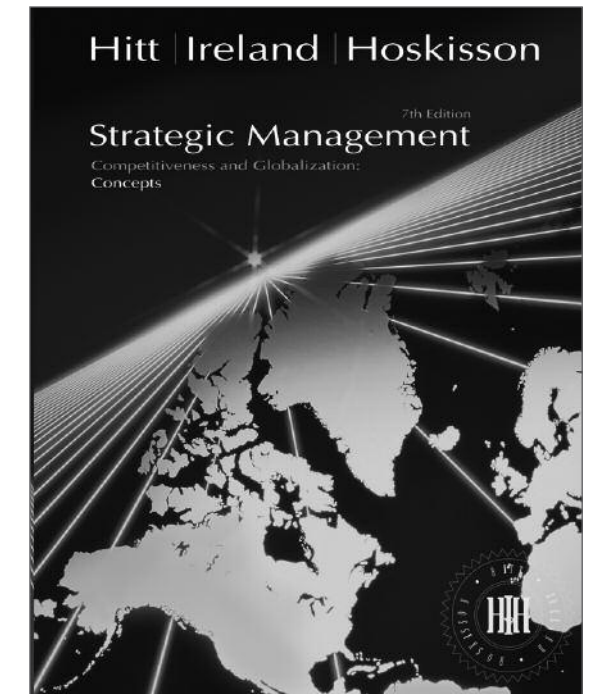
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 Authors: Christopher A. Bartlett, Meg Wozny
 Case Number: 9-301-040

General Electric is faced with Welch's impending retirement, and the question on many minds is whether anyone can sustain the blistering pace of change and growth characteristic of the Welch era. After briefly describing GE's heritage and Welch's transformation of the company's business portfolio in the 1980s, the case chronicles Welch's revitalization initiatives through the late 1980s and 1990s. It focuses on six of Welch's major change programs: The "Software" Initiatives, Globalization, Redefining Leadership, Stretch Objectives, Service Business Development, and Six Sigma Quality. **See page vi of this catalog for details on how to order!**



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TEXT TOPIC	RECOMMENDED PRINT CASE	
Strategic Management & Strategic Competitiveness	<i>Wal-Mart Stores, Inc.</i> Author(s): Stephen P. Bradley, Pankaj Ghemawat, Sharon Foley	Case Number: 9-794-024 Length: 22 pages Teaching Note: Yes
The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis	<i>Yahoo!: Business on Internet Time</i> Author(s): Jan W. Rivkin, Jay Giroto Case Number: 9-700-013	Length: 27 pages Teaching Note: Yes
The Internal Environment: Resources, Capabilities, and Core Competencies	<i>Starbucks</i> Author(s): Jan W. Rivkin, Jay Giroto Case Number: 98M006	Length: 28 pages Teaching Note: Yes
Business Level Strategy	<i>Airborne Express (A)</i> Author(s): Jan W. Rivkin Case Number: 9-798-070	Length: 23 pages Teaching Note: Yes
Competitive Rivalry & Competitive Dynamics	<i>Apple Computer, 2005</i> Author(s): David B. Yoffie, Barbara J. Mack Case Number: 9-705-469	Length: 9 pages Teaching Note: Yes
Corporate Level Strategy	<i>Cooper Industries' Corporate Strategy (A)</i> Author(s): David J. Collis; Toby Stuart Case Number: 391095	Length: 26 pages Teaching Note: Yes
Acquisition and Restructuring Strategies	<i>Hewlett-Packard-Compaq: The Merger Decision</i> Author(s): Krishna G. Palepu, Jonathan Barnett Case Number: 9-104-048	Length: 32 pages Teaching Note: No
International Strategy	<i>P&G Japan: The SK-II Globalization Project</i> Author(s): Christopher A. Bartlett Case Number: 303003	Length: 24 pages Teaching Note: Yes
Cooperative Strategy	<i>Honda-Rover (A): Crafting an Alliance</i> Author(s): James K. Sebenius, Ashish Nanda, Ron S. Fortgang	Case Number: 9-899-223 Length: 28 pages Teaching Note: No
Corporate Governance	<i>Vivendi: Revitalizing a French Conglomerate (A)</i> Author(s): Cynthia A. Montgomery, John M. Turner	Case Number: 799019 Length: 21 pages Teaching Note: Yes
Organizational Structures & Controls	<i>Philips vs. Matsushita: A New Century, a New Round</i> Author(s): Christopher A. Bartlett	Case Number: 302049 Length: 20 pages Teaching Note: Yes
Strategic Leadership	<i>GE's Two-Decade Transformation: Jack Welch's Leadership</i> Author(s): Christopher A. Bartlett; Meg Wozny	Case Number: 399150 Length: 24 pages Teaching Note: Yes
Strategic Entrepreneurship	<i>Internal Entrepreneurship at the Dow Chemical Co.</i> Author(s): Bala Chakravarthy, Hans Huber	Case Number: IMD145 Length: 13 pages Teaching Note: Yes

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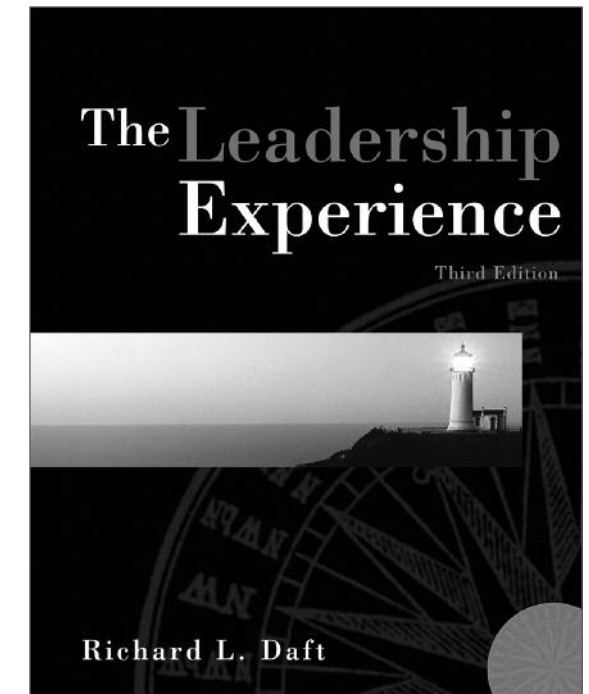
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Authors: Christopher A. Bartlett, Meg Wozny
Case Number: 9-301-040

General Electric is faced with Welch's impending retirement, and the question on many minds is whether anyone can sustain the blistering pace of change and growth characteristic of the Welch era. After briefly describing GE's heritage and Welch's transformation of the company's business portfolio in the 1980s, the case chronicles Welch's revitalization initiatives through the late 1980s and 1990s. It focuses on six of Welch's major change programs: The "Software" Initiatives, Globalization, Redefining Leadership, Stretch Objectives, Service Business Development, and Six Sigma Quality. See page vi of this catalog for details on how to order!



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 Richard L. Daft
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TEXT TOPIC	RECOMMENDED PRINT CASE
What Does It Mean to Be a Leader?	<i>Leadership in Crisis: Ernest Shackleton and the Epic Voyage of the Endurance</i> Author(s): Nancy F. Koehn, Erica Helms, Phillip Mead Case Number: 9-803-127 Length: 41 pages Teaching Note: No
Traits, Behaviors, and Relationships	<i>GE's Two-Decade Transformation: Jack Welch's Leadership</i> Author(s): Christopher A. Bartlett, Meg Wozny Case Number: 9-399-150 Length: 24 pages Teaching Note: Yes
The Leader as an Individual	<i>Leadership in Law: Amy Schulman at DLA Piper</i> Author(s): Boris Groysberg, Victoria W. Winston, Shirley Spence Case Number: 9-407-033 Length: 17 pages Teaching Note: No
Leadership Mind and Heart	<i>Martha Goldberg Aronson: Leadership Decisions at Mid-Career</i> Author(s): Bill George, Andrew N. McLean Case Number: 9-406-017 Length: 6 pages Teaching Note: No
Courage and Moral Leadership	<i>The Great Depression, Mass Unemployment, and Business Leadership</i> Author(s): Jason Scott Smith Case Number: 9-804-163 Length: 20 pages Teaching Note: No
Motivation and Empowerment	<i>Nest Fresh Eggs (A)</i> Author(s): Teresa M. Amabile, Victoria W. Winston Case Number: 9-806-056 Length: 20 pages Teaching Note: No
Leadership Communication	<i>Coach K: A Matter of the Heart</i> Author(s): Scott A. Snook, Leslie A. Perlow, Brian J. DeLacey Case Number: 9-406-044 Length: Teaching Note: Yes
Leading Teams	<i>Henry Tam and the MGI Team</i> Author(s): Jeffrey T. Polzer, Ingrid Vargas, Hillary Anger Elfenbein Case Number: 9-404-068 Length: 17 pages Teaching Note: Yes
Developing Leadership Diversity	<i>Finance Leadership in Novartis Consumer Health Businesses</i> Author(s): Boris Groysberg, Ingrid Vargas Case Number: 9-406-102 Length: 17 pages Teaching Note: No
Leadership Power and Influence	<i>John Whitehead: A Life in Leadership</i> Author(s): Bill George, Andrew N. McLean Case Number: 9-406-024 Length: 14 pages Teaching Note: No
Creating Vision and Strategic Direction	<i>Leadership Online (A): Barnes & Noble vs. Amazon.com</i> Author(s): Pankaj Ghemawat, Bret Baird Case Number: 9-798-063 Length: 19 pages Teaching Note: Yes
Shaping Culture and Values	<i>Kent Thiry and DaVita: Leadership Challenges in Building and Growing a Great Company</i> Author(s): Jeffrey Pfeffer Case Number: OB54 Length: 28 pages Teaching Note: No
Designing and Leading a Learning Organization	<i>New Leadership at the Portland Public Schools</i> Author(s): James E. Austin, Robert B. Schwartz, Jennifer M. Suesse Case Number: 9-PEL-026 Length: 31 pages Teaching Note: Yes
Leading Change	<i>Leadership for Change: Enduring Skill for Change Masters</i> Author(s): Rosabeth Moss Kanter Case Number: 9-304-062 Length: 16 pages Teaching Note: No

2008 CATALOG

BUSINESS, GOVERNMENT & INTERNATIONAL ECONOMICS

A

Acid Rain: The Southern Co. (A)

Provider: Harvard Business School Publishing
Author: Reinhardt, F.
Case Number: 792060
Page Count: 7 pages
Teaching Note: Yes

B

Burroughs Wellcome and AZT (A)

Provider: Harvard Business School Publishing
Author: Emmons, W.
Case Number: 792004
Page Count: 20 pages
Teaching Note: Yes

C

Currency Crises

Provider: Harvard Business School Publishing
Author: Kennedy, R.E.
Case Number: 799088
Page Count: 14 pages
Teaching Note: Yes

D

Du Pont Freon Products Division (A)

Provider: Harvard Business School Publishing
Author: Vietor, R.H.K.
Case Number: 389111
Page Count: 30 pages
Teaching Note: Yes

F

Forever: De Beers and U.S. Antitrust Law

Provider: Harvard Business School Publishing
Author: Spar, D.
Case Number: 700082
Page Count: 25 pages
Teaching Note: Yes

H

Hitting the Wall: Nike and International Labor Practices

Provider: Harvard Business School Publishing
Author: Spar, D.
Case Number: 700047
Page Count: 23 pages
Teaching Note: Yes

I

Inequality and the American Model

Provider: Harvard Business School Publishing
Author: Di Tella, R.
Case Number: 703025
Page Count: 23 pages
Teaching Note: Yes

J

Japanese Facsimile Industry in 1990

Provider: Harvard Business School Publishing
 Author: Enright, M.J.
 Case Number: 391209
 Page Count: 21 pages
 Teaching Note: Yes

Japan's Automakers Face Endaka

Provider: Harvard Business School Publishing
 Author: Spar, D.
 Case Number: 796030
 Page Count: 18 pages
 Teaching Note: Yes

L

Life, Death, and Property Rights: The Pharmaceutical Industry Faces Aids in Africa

Provider: Harvard Business School Publishing
 Author: Spar, D.
 Case Number: 702049
 Page Count: 24 pages
 Teaching Note: Yes

M

Malaysia: Capital and Control

Provider: Harvard Business School Publishing
 Author: AbdeLal, R.
 Case Number: 702040
 Page Count: 31 pages
 Teaching Note: Yes

Multinational Corporations in Apartheid-Era South Africa: The Issues of Reparations

Provider: Harvard Business School Publishing
 Author: Jones, G.G.
 Case Number: 804027
 Page Count: 15 pages
 Teaching Note: Yes

R

Regarding Nafta

Provider: Harvard Business School Publishing
 Author: Spar, D.
 Case Number: 797013
 Page Count: 14 pages
 Teaching Note: Yes

Russia: The End of a Time of Troubles?

Provider: Harvard Business School Publishing
 Author: AbdeLal, R.
 Case Number: 701076
 Page Count: 27 pages
 Teaching Note: Yes

S

Standard Oil Co.: Combination, Consolidation, and Integration (Abridged) (A)

Provider: Harvard Business School Publishing
 Author: McCraw, T.K.
 Case Number: 391287
 Page Count: 13 pages
 Teaching Note: Yes

T

Toys "R" Us Japan

Provider: Harvard Business School Publishing
 Author: Spar, D.
 Case Number: 796077
 Page Count: 20 pages
 Teaching Note: Yes

X

Xerox and Fuji Xerox

Provider: Harvard Business School Publishing
 Author: Gomes-Casseres, B.
 Case Number: 391156
 Page Count: 29 pages
 Teaching Note: Yes

COMPETITIVE STRATEGY

A

Adolph Coors in the Brewing Industry

Provider: Harvard Business School Publishing
 Author: Ghemawat, P.
 Case Number: 388014
 Page Count: 21 pages
 Teaching Note: Yes

Airborne Express (A)

Provider: Harvard Business School Publishing
 Author: Rivkin, J.W.
 Case Number: 798070
 Page Count: 23 pages
 Teaching Note: Yes

Apple Computer—1999

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 799108
 Page Count: 22 pages
 Teaching Note: Yes

Apple Computer—2002

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 702469
 Page Count: 24 pages
 Teaching Note: Yes

B

Battle for Value: Federal Express Corporation vs. United Parcel Service of America, Inc. (Abridged)

Provider: Darden Business Publishing
 Author: Derick Bulkley; Robert F. Bruner
 Case Number: UVA-F-1124
 Page Count: 21 pages
 Teaching Note: Yes

Bitter Competition: The Holland Sweetener Co. vs. NutraSweet (A)

Provider: Harvard Business School Publishing
 Author: Brandenburger, A.
 Case Number: 794079
 Page Count: 14 pages
 Teaching Note: Yes

BMG Entertainment

Provider: Harvard Business School Publishing
 Author: Rivkin, J.W.
 Case Number: 701003
 Page Count: 24 pages
 Teaching Note: Yes

British Satellite Broadcasting vs. Sky Television

Provider: Harvard Business School Publishing
 Author: Ghemawat, P.
 Case Number: 794031
 Page Count: 17 pages
 Teaching Note: Yes

Browser Wars—1994-98

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 798094
 Page Count: 20 pages
 Teaching Note: Yes

Bunge: Poised for Growth

Provider: Harvard Business School Publishing
 Author: Bell, D.E.
 Case Number: 506036
 Page Count: 36 pages
 Teaching Note: Yes

C

Cola Wars Continue: Coke and Pepsi in the Twenty-First Century

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 702442
 Page Count: 24 pages
 Teaching Note: Yes

Cola Wars Continue: Coke vs. Pepsi in the 1990s

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 794055
 Page Count: 25 pages
 Teaching Note: Yes

Cooper Industries' Corporate Strategy (A)

Provider: Harvard Business School Publishing
 Author: Collis, D.J.
 Case Number: 391095
 Page Count: 26 pages
 Teaching Note: Yes

Crown Cork & Seal in 1989

Provider: Harvard Business School Publishing
 Author: Bradley, S.P.
 Case Number: 793035
 Page Count: 21 pages
 Teaching Note: Yes

F

Ford's E-Business Strategy

Provider: Darden Business Publishing
 Author: Edward W. Davis; Brandt R. Allen
 Case Number: UVA-BC-0145
 Page Count: 19 pages
 Teaching Note: Yes

G

Global Healthcare Exchange

Provider: Harvard Business School Publishing
 Author: Applegate, L.M.
 Case Number: 804002
 Page Count: 39 pages
 Teaching Note: Yes

Gucci Group N.V. (A)

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 701037
 Page Count: 21 pages
 Teaching Note: Yes

I

Intel Corp.—1968-2003

Provider: Harvard Business School Publishing
 Author: Casadesus-Masanell, R.
 Case Number: 703427
 Page Count: 25 pages
 Teaching Note: Yes

Intel Corp.—1968-97

Provider: Harvard Business School Publishing
 Author: Collis, D.J.
 Case Number: 797137
 Page Count: 26 pages
 Teaching Note: Yes

L

Leadership Online (A): Barnes & Noble vs. Amazon.com

Provider: Harvard Business School Publishing
 Author: Ghemawat, P.
 Case Number: 798063
 Page Count: 19 pages
 Teaching Note: Yes

Lesser Antilles Lines: The Island of San Huberto

Provider: Darden Business Publishing
 Author: Phillip E. Pfeifer; James V. Gelly
 Case Number: UVA-QA-0355
 Page Count: 11 pages
 Teaching Note: Yes

L'Oreal and the Globalization of American Beauty

Provider: Harvard Business School Publishing
 Author: Jones, G.G.
 Case Number: 805086
 Page Count: 28 pages
 Teaching Note: Yes

M

Making China Beautiful: Shiseido and the China Market

Provider: Harvard Business School Publishing
 Author: Jones, G.G.
 Case Number: 805003
 Page Count: 27 pages
 Teaching Note: Yes

Matching Dell

Provider: Harvard Business School Publishing
 Author: Rivkin, J.W.
 Case Number: 799158
 Page Count: 31 pages
 Teaching Note: Yes

Microsoft in 2005

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 705505
 Page Count: 29 pages
 Teaching Note: Yes

N

Nucor at a Crossroads

Provider: Harvard Business School Publishing
 Author: Ghemawat, P.
 Case Number: 793039
 Page Count: 22 pages
 Teaching Note: Yes

P

Pandesic: The Challenges of a New Business Venture (A)

Provider: Harvard Business School Publishing
 Author: Bower, J.L.
 Case Number: 399129
 Page Count: 19 pages
 Teaching Note: Yes

Pandesic: The Challenges of a New Business Venture (B)

Provider: Harvard Business School Publishing
 Author: Bower, J.L.
 Case Number: 399130
 Page Count: 19 pages
 Teaching Note: Yes

Power Play (A): Nintendo in 8-bit Video Games

Provider: Harvard Business School Publishing
 Author: Brandenburger, A.
 Case Number: 795102
 Page Count: 15 pages
 Teaching Note: Yes

Q

QUALCOMM, Inc. 2004

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 705401
 Page Count: 26 pages
 Teaching Note: Yes

R

Ready-to-Eat Breakfast Cereal Industry in 1994 (A)

Provider: Harvard Business School Publishing
 Author: Corts, K.S.
 Case Number: 795191
 Page Count: 17 pages
 Teaching Note: Yes

S

Samsung Electronics

Provider: Harvard Business School Publishing
 Author: Siegel, J.
 Case Number: 705508
 Page Count: 26 pages
 Teaching Note: Yes

Saturn: A Different Kind of Car Company

Provider: Harvard Business School Publishing
 Author: McGahan, A.
 Case Number: 795010
 Page Count: 24 pages
 Teaching Note: Yes

Space Data Corp.

Provider: Harvard Business School Publishing
 Author: MacCormack, A.
 Case Number: 602121
 Page Count: 29 pages
 Teaching Note: Yes

Strategic Inflection: TiVo in 2003 (A)

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 704425
 Page Count: 24 pages
 Teaching Note: Yes

Strategic Inflection: TiVo in 2005

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 706421
 Page Count: 25 pages
 Teaching Note: Yes

Sunrise Medical, Inc.'s Wheelchair Products

Provider: Harvard Business School Publishing
 Author: McGahan, A.
 Case Number: 794069
 Page Count: 19 pages
 Teaching Note: Yes

V

Tesco Plc.

Provider: Harvard Business School Publishing
 Author: Bell, D.E.
 Case Number: 503036
 Page Count: 20 pages
 Teaching Note: Yes

W

Wal-Mart in the 21st Century: A Global Perspective

Provider: Darden Business Publishing
 Author: Elizabeth Olmsted Teisberg;
 R. Edward Freeman; Jenny Mead
 Case Number: UVA-S-0100
 Page Count: 18 pages
 Teaching Note: Yes

Wal-Mart Stores in 2003

Provider: Harvard Business School Publishing
 Author: Ghemawat, P.
 Case Number: 704430
 Page Count: 32 pages
 Teaching Note: Yes

Wal-Mart Stores, Inc.

Provider: Harvard Business School Publishing
 Author: Bradley, S.P.
 Case Number: 794024
 Page Count: 22 pages
 Teaching Note: Yes

Walt Disney Co.: The Entertainment King

Provider: Harvard Business School Publishing
 Author: Rukstad, M.G.
 Case Number: 701035
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (A): Cooperation or Conflict

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 704419
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (A): Cooperation or Conflict, Spanish Version

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 706545
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (B): From NSP to MMX

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 704420
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (B): From NSP to MMX, Spanish Version

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 706544
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (C): From MMX to the Internet

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 704421
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (C): From MMX to the Internet, Spanish Version

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 706543
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (D): From the Internet to Multi-Market Coordination

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 704422
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (D): From the Internet to Multi-Market Coordination, Spanish Version

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 706542
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (E): From Multi-Market Contact to Multi-Geographic Contact

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 704423
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (E): From Multi-Market Contact to Multi-Geographic Contact, Spanish Version

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 706546
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (F): From Multi-Geographic Contact to Open Source

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 705413
 Page Count: 27 pages
 Teaching Note: Yes

Wintel (F): from Multi-Geographic Contact to Open Source, Spanish Version

Provider: Harvard Business School Publishing
 Author: Yoffie, D.B.
 Case Number: 706541
 Page Count: 27 pages
 Teaching Note: Yes

Y

Yahoo!: Business on Internet Time

Provider: Harvard Business School Publishing
 Author: Rivkin, J.W.
 Case Number: 700013
 Page Count: 27 pages
 Teaching Note: Yes

ENTREPRENEURSHIP

A

ACTC Customer Service Department

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 393056
 Page Count: 9 pages
 Teaching Note: Yes

Alison Brown of Compass Records

Provider: Harvard Business School Publishing
 Author: Amabile, T.
 Case Number: 801089
 Page Count: 13 pages
 Teaching Note: Yes

Allen Lane

Provider: Harvard Business School Publishing
 Author: Stevenson, H.H.
 Case Number: 384077
 Page Count: 29 pages
 Teaching Note: Yes

Arnold Communications

Provider: Harvard Business School Publishing
 Author: Amabile, T.
 Case Number: 899083
 Page Count: 26 pages
 Teaching Note: Yes

ArthroCare

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 898056
 Page Count: 30 pages
 Teaching Note: Yes

B

Boston Beer Co.: Light Beer Decision

Provider: Harvard Business School Publishing
 Author: Cyr, L.A.
 Case Number: 899058
 Page Count: 40 pages
 Teaching Note: Yes

C

Charles Schwab in 2002

Provider: Harvard Business School Publishing
 Author: Applegate, L.M.
 Case Number: 803070
 Page Count: 29 pages
 Teaching Note: Yes

Chemdex.com

Provider: Harvard Business School Publishing
 Author: Sahlman, W.A.
 Case Number: 898076
 Page Count: 31 pages
 Teaching Note: Yes

Corporate New Ventures at Procter & Gamble

Provider: Harvard Business School Publishing
 Author: Amabile, T.
 Case Number: 897088
 Page Count: 24 pages
 Teaching Note: Yes

Crunch

Provider: Harvard Business School Publishing
 Author: Marshall, P.W.
 Case Number: 899233
 Page Count: 23 pages
 Teaching Note: Yes

D

Dan Gordon

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 393087
 Page Count: 12 pages
 Teaching Note: Yes

Ducati & Texas Pacific Group: A "Wild Ride" Leveraged Buyout

Provider: Harvard Business School Publishing
 Author: Kuemmerle, W.
 Case Number: 801359
 Page Count: 30 pages
 Teaching Note: Yes

G

Georgian Glass and Mineral Water

Provider: Harvard Business School Publishing
 Author: Kuemmerle, W.
 Case Number: 899081
 Page Count: 19 pages
 Teaching Note: Yes

Globalizing Consumer Durables: Singer Sewing Machine Before 1914

Provider: Harvard Business School Publishing
 Author: Jones, G.G.
 Case Number: 804001
 Page Count: 21 pages
 Teaching Note: Yes

GolfLogix: Measuring the Game of Golf

Provider: Harvard Business School Publishing
 Author: Gourville, J.
 Case Number: 503004
 Page Count: 24 pages
 Teaching Note: Yes

Guidant: Radiation Therapy

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 801040
 Page Count: 24 pages
 Teaching Note: Yes

H

Heather Evans

Provider: Harvard Business School Publishing
 Author: Stevenson, H.H.
 Case Number: 384079
 Page Count: 46 pages
 Teaching Note: Yes

Howard Head and Prince Manufacturing, Inc.

Provider: Harvard Business School Publishing
 Author: Stevenson, H.H.
 Case Number: 388079
 Page Count: 20 pages
 Teaching Note: Yes

Howard Schultz and Starbucks Coffee Co.

Provider: Harvard Business School Publishing
 Author: Koehn, N.
 Case Number: 801361
 Page Count: 40 pages
 Teaching Note: Yes

I

Icedelights

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 898196
 Page Count: 27 pages
 Teaching Note: Yes

Infosys: Financing an Indian Software Start-Up

Provider: Harvard Business School Publishing
 Author: Kuemmerle, W.
 Case Number: 800103
 Page Count: 30 pages
 Teaching Note: Yes

ING DIRECT

Provider: Harvard Business School Publishing
 Author: Heskett, J.I.
 Case Number: 804167
 Page Count: 27 pages
 Teaching Note: Yes

Ingvar Kamprad and Ikea

Provider: Harvard Business School Publishing
 Author: Bartlett, C.A.
 Case Number: 390132
 Page Count: 20 pages
 Teaching Note: Yes

J

Johnsonville Foods

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 393046
 Page Count: 21 pages
 Teaching Note: Yes

Johnsonville Sausage Co. (A)

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 387103
 Page Count: 15 pages
 Teaching Note: Yes

Joint Juice

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 803146
 Page Count: 26 pages
 Teaching Note: Yes

K

Keurig

Provider: Harvard Business School Publishing
 Author: Marshall, P.W.
 Case Number: 899180
 Page Count: 22 pages
 Teaching Note: Yes

L

Leadership in Crisis: Ernest Shackleton and the Epic Voyage of the Endurance

Provider: Harvard Business School Publishing
 Author: Koehn, N.
 Case Number: 803127
 Page Count: 41 pages
 Teaching Note: Yes

Learning from LeapFrog: Creating Educational and Business Value

Provider: Harvard Business School Publishing
 Author: Applegate, L.M.
 Case Number: 804062
 Page Count: 41 pages
 Teaching Note: Yes

M

Managing Segway's Early Development

Provider: Harvard Business School Publishing
 Author: Hamermesh, R.G.
 Case Number: 804065
 Page Count: 11 pages
 Teaching Note: Yes

Mercury Rising: Knight Rider's Digital Venture

Provider: Harvard Business School Publishing
 Author: Gilbert, C.
 Case Number: 803107
 Page Count: 28 pages
 Teaching Note: Yes

N

NanoGene Technologies, Inc.

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 803117
 Page Count: 11 pages
 Teaching Note: Yes

O

Officenet (A): Making Entrepreneurship Work in Argentina

Provider: Harvard Business School Publishing
 Author: Kuemmerle, W.
 Case Number: 800238
 Page Count: 23 pages
 Teaching Note: Yes

ONSET Ventures

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 898154
 Page Count: 30 pages
 Teaching Note: Yes

P

Private Communications Corp. (A)

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 899032
 Page Count: 28 pages
 Teaching Note: Yes

Promise (A): Building a Consumer Finance Company in Japan

Provider: Harvard Business School Publishing
 Author: Kuemmerle, W.
 Case Number: 801188
 Page Count: 34 pages
 Teaching Note: Yes

R

R&R

Provider: Harvard Business School Publishing
 Author: Stevenson, H.H.
 Case Number: 386019
 Page Count: 18 pages
 Teaching Note: Yes

S

Sheila Mason & Craig Shepherd

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 803095
 Page Count: 18 pages
 Teaching Note: Yes

Shurgard Self-Storage: Expansion to Europe

Provider: Harvard Business School Publishing
 Author: Hamermesh, R.G.
 Case Number: 804112
 Page Count: 28 pages
 Teaching Note: Yes

Spotfire: Managing a Multinational Start-Up

Provider: Harvard Business School Publishing
 Author: Kuemmerle, W.
 Case Number: 899078
 Page Count: 19 pages
 Teaching Note: Yes

V

Vermeer Technologies (A): A Company Is Born

Provider: Harvard Business School Publishing
 Author: Nanda, A.
 Case Number: 397078
 Page Count: 10 pages
 Teaching Note: Yes

W

Walnut Venture Associates (A): RBS Group Investment Memorandum

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 899062
 Page Count: 32 pages
 Teaching Note: Yes

Walnut Venture Associates (B): RBS Due Diligence—Customers

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 899063
 Page Count: 32 pages
 Teaching Note: Yes

Walnut Venture Associates (C): RBS Due Diligence—Market Size

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 899064
 Page Count: 32 pages
 Teaching Note: Yes

Walnut Venture Associates (D): RBS Deal Terms

Provider: Harvard Business School Publishing
 Author: Roberts, M.J.
 Case Number: 899097
 Page Count: 32 pages
 Teaching Note: Yes

Z

Zipcar: Refining the Business Model

Provider: Harvard Business School Publishing
 Author: Hart, M.
 Case Number: 803096
 Page Count: 20 pages
 Teaching Note: Yes

ETHICS

A

A Note on Virtues and Virtuous Character

Provider: Darden Business Publishing
 Author: Scott Sonenshein; R. Edward Freeman; Patricia H. Werhane
 Case Number: UVA-E-0186
 Page Count: 3 pages
 Teaching Note: Yes

GENERAL MANAGEMENT

3M Optical Systems: Managing Corporate Entrepreneurship

Provider: Harvard Business School Publishing
 Author: Bartlett, C.A.
 Case Number: 395017
 Page Count: 19 pages
 Teaching Note: Yes

3M: Profile of an Innovating Company

Provider: Harvard Business School Publishing
 Author: Bartlett, C.A.
 Case Number: 395016
 Page Count: 20 pages
 Teaching Note: Yes

A

Acer Group's China Manufacturing Decision

Provider: Ivey Publishing
 Author: Terence Tsai, Borshiuang Cheng, Donna Everatt
 Case Number: 9A99M009
 Page Count: 18 pages
 Teaching Note: Yes

Acer Group's R&D Strategy—The China Decision

Provider: Ivey Publishing
 Author: Terence Tsai, Borshiuang Cheng, Donna Everatt
 Case Number: 9A99M007
 Page Count: 14 pages
 Teaching Note: Yes

Asahi Breweries Ltd.

Provider: Harvard Business School Publishing
 Author: Salter, M.S.
 Case Number: 389114
 Page Count: 22 pages
 Teaching Note: Yes

Augusta National Golf Club Controversy (A)
 Provider: Harvard Business School Publishing
 Author: Leonard, D.
 Case Number: 306029
 Page Count: 20 pages
 Teaching Note: Yes

B

BAE Automated Systems (A): Denver International Airport Baggage-Handling System
 Provider: Harvard Business School Publishing
 Author: Applegate, L.M.
 Case Number: 396311
 Page Count: 15 pages
 Teaching Note: Yes

Ben & Jerry's Homemade Ice Cream, Inc.: Keeping the Mission(s) Alive
 Provider: Harvard Business School Publishing
 Author: Theroux, J.
 Case Number: 392025
 Page Count: 22 pages
 Teaching Note: Yes

Body Shop International
 Provider: Harvard Business School Publishing
 Author: Bartlett, C.A.
 Case Number: 392032
 Page Count: 19 pages
 Teaching Note: Yes

BRL Hardy: Globalizing an Australian Wine Company
 Provider: Harvard Business School Publishing
 Author: Bartlett, C.A.
 Case Number: 300018
 Page Count: 20 pages
 Teaching Note: Yes

C

Caterpillar Tractor Co.
 Provider: Harvard Business School Publishing
 Author: Bartlett, C.A.
 Case Number: 385276
 Page Count: 21 pages
 Teaching Note: Yes

Children's Hospital and Clinics
 Provider: Harvard Business School Publishing
 Author: Edmondson, A.C.
 Case Number: 302050
 Page Count: 25 pages
 Teaching Note: Yes

Chinese Fireworks Industry
 Provider: Ivey Publishing
 Author: Paul W. Beamish, Ruihua Jiang
 Case Number: 9A99M031
 Page Count: 15 pages
 Teaching Note: Yes

D

Decision Making at the Top: The All-Star Sports Catalog Division
 Provider: Harvard Business School Publishing
 Author: Garvin, D.A.
 Case Number: 398061
 Page Count: 21 pages
 Teaching Note: Yes

Decision-Making Exercise (A)
 Provider: Harvard Business School Publishing
 Author: Garvin, D.A.
 Case Number: 397031
 Page Count: 5 pages
 Teaching Note: Yes

Decision-Making Exercise (B)
 Provider: Harvard Business School Publishing
 Author: Garvin, D.A.
 Case Number: 397032
 Page Count: 8 pages
 Teaching Note: Yes

Deloitte & Touche (A): A Hole in the Pipeline
 Provider: Harvard Business School Publishing
 Author: Kanter, R.M.
 Case Number: 300012
 Page Count: 13 pages
 Teaching Note: Yes

Deloitte & Touche (B): Changing the Workplace
 Provider: Harvard Business School Publishing
 Author: Kanter, R.M.
 Case Number: 300013
 Page Count: 21 pages
 Teaching Note: Yes

E

E-Commerce at Williams-Sonoma
 Provider: Harvard Business School Publishing
 Author: Kanter, R.M.
 Case Number: 300086
 Page Count: 20 pages
 Teaching Note: Yes

Ellen Moore (A): Living and Working in Korea
 Provider: Ivey Publishing
 Author: Henry W. Lane, Chantell Nicholls, Gail Ellement
 Case Number: 9A97G029
 Page Count: 20 pages
 Teaching Note: Yes

Emerging Business Opportunities at IBM (A)
 Provider: Harvard Business School Publishing
 Author: Garvin, D.A.
 Case Number: 304075
 Page Count: 20 pages
 Teaching Note: Yes

Emerging Business Opportunities at IBM (B)
 Provider: Harvard Business School Publishing
 Author: Garvin, D.A.
 Case Number: 304076
 Page Count: 20 pages
 Teaching Note: Yes

Emerging Business Opportunities at IBM (C): Pervasive Computing
 Provider: Harvard Business School Publishing
 Author: Garvin, D.A.
 Case Number: 304077
 Page Count: 20 pages
 Teaching Note: Yes

EMI and the CT Scanner (A)
 Provider: Harvard Business School Publishing
 Author: Bartlett, C.A.
 Case Number: 383194
 Page Count: 11 pages
 Teaching Note: Yes

Executive Decision Making at General Motors
 Provider: Harvard Business School Publishing
 Author: Garvin, D.A.
 Case Number: 305026
 Page Count: 20 pages
 Teaching Note: Yes

G

Garanti Bank: Transformation in Turkey
 Provider: Harvard Business School Publishing
 Author: Kanter, R.M.
 Case Number: 300114
 Page Count: 27 pages
 Teaching Note: Yes

**GE's Two-Decade Transformation:
Jack Welch's Leadership**

Provider: Harvard Business School Publishing
Author: Bartlett, C.A.
Case Number: 399150
Page Count: 24 pages
Teaching Note: Yes

H

Harvey Golub: Recharging American Express

Provider: Harvard Business School Publishing
Author: Garvin, D.A.
Case Number: 396212
Page Count: 23 pages
Teaching Note: Yes

Honda (A)

Provider: Harvard Business School Publishing
Author: Christiansen, E.T.
Case Number: 384049
Page Count: 9 pages
Teaching Note: Yes

K

Kentucky Fried Chicken (Japan) Ltd.

Provider: Harvard Business School Publishing
Author: Bartlett, C.A.
Case Number: 387043
Page Count: 20 pages
Teaching Note: Yes

Komatsu Ltd.

Provider: Harvard Business School Publishing
Author: Bartlett, C.A.
Case Number: 385277
Page Count: 17 pages
Teaching Note: Yes

L

Lincoln Electric Co.

Provider: Harvard Business School Publishing
Author: Berg, N.A.
Case Number: 376028
Page Count: 30 pages
Teaching Note: Yes

Lincoln Electric: Venturing Abroad

Provider: Harvard Business School Publishing
Author: Bartlett, C.A.
Case Number: 398095
Page Count: 22 pages
Teaching Note: Yes

M

McKinsey & Co.: Managing Knowledge and Learning

Provider: Harvard Business School Publishing
Author: Bartlett, C.A.
Case Number: 396357
Page Count: 20 pages
Teaching Note: Yes

P

**Paul Levy: Taking Charge of the Beth
Israel Deaconess Medical Center (A)**

Provider: Harvard Business School Publishing
Author: Garvin, D.A.
Case Number: 303008
Page Count: 9 pages
Teaching Note: Yes

**Paul Levy: Taking Charge of the Beth
Israel Deaconess Medical Center (B)**

Provider: Harvard Business School Publishing
Author: Boston Globe
Case Number: 303080
Page Count: 2 pages
Teaching Note: Yes

**Paul Levy: Taking Charge of the Beth
Israel Deaconess Medical Center (C)**

Provider: Harvard Business School Publishing
Author: Garvin, D.A.
Case Number: 303081
Page Count: 9 pages
Teaching Note: Yes

**Paul Levy: Taking Charge of the Beth Israel
Deaconess Medical Center, CD (Multimedia Case)**

Provider: Harvard Business School Publishing
Author: Garvin, D.A.
Case Number: 303058
Page Count: 0 pages
Teaching Note: Yes

Philips vs. Matsushita: A New Century, A New Round

Provider: Harvard Business School Publishing
Author: Bartlett, C.A.
Case Number: 302049
Page Count: 20 pages
Teaching Note: Yes

Procter & Gamble Europe: Vizir Launch

Provider: Harvard Business School Publishing
Author: Bartlett, C.A.
Case Number: 384139
Page Count: 18 pages
Teaching Note: Yes

R

R.R. Donnelley & Sons: The Digital Division

Provider: Harvard Business School Publishing
Author: Garvin, D.A.
Case Number: 396154
Page Count: 20 pages
Teaching Note: Yes

S

Sabena Belgian World Airlines (A)

Provider: Ivey Publishing
Author: Mary M. Crossan, Barbara Pierce
Case Number: 9A94M003
Page Count: 17 pages
Teaching Note: Yes

**Sabena Belgian World Airlines:
A Delegation of Chefs**

Provider: Ivey Publishing
Author: Mary M. Crossan, Barbara Pierce
Case Number: 9A94M006
Page Count: 2 pages
Teaching Note: Yes

**Sabena Belgian World Airlines:
Weytjens' First Assignment**

Provider: Ivey Publishing
Author: Mary M. Crossan, Barbara Pierce
Case Number: 9A94M004
Page Count: 8 pages
Teaching Note: Yes

Selkirk Group In Asia

Provider: Ivey Publishing
Author: Paul W. Beamish, Lambros Karavis
Case Number: 9A99M003
Page Count: 18 pages
Teaching Note: Yes

Starbucks

Provider: Ivey Publishing
 Author: Mary M. Crossan, Ariff Kachra
 Case Number: 9A98M006
 Page Count: 28 pages
 Teaching Note: Yes

Swatch and the Global Watch Industry

Provider: Ivey Publishing
 Author: Allen Morrison, Cyril Bouquet
 Case Number: 9A99M023
 Page Count: 26 pages
 Teaching Note: Yes

T

Taco Bell, Inc.—1983-94

Provider: Harvard Business School Publishing
 Author: Applegate, L.M.
 Case Number: 398129
 Page Count: 17 pages
 Teaching Note: Yes

HUMAN RESOURCE MANAGEMENT

A

Appex Corp.

Provider: Harvard Business School Publishing
 Author: Nohria, N.
 Case Number: 491082
 Page Count: 18 pages
 Teaching Note: Yes

B

BMC Computer Corporation

Provider: Ivey Publishing
 Author: Alexander Mikalachki, Sandra Houvardas
 Case Number: 9A95C007
 Page Count: 9 pages
 Teaching Note: Yes

C

Cirque du Soleil

Provider: Harvard Business School Publishing
 Author: DeLong, T.J.
 Case Number: 403006
 Page Count: 12 pages
 Teaching Note: Yes

E

Ellen Moore (A): Living and Working in Bahrain

Provider: Ivey Publishing
 Author: Henry W. Lane, Gail Ellement,
 Martha L. Maznevski
 Case Number: 9A90C019
 Page Count: 16 pages
 Teaching Note: Yes

F

First Community Bank (A)

Provider: Harvard Business School Publishing
 Author: Kanter, R.M.
 Case Number: 396202
 Page Count: 16 pages
 Teaching Note: Yes

G

General Dynamics: Compensation and Strategy (A)

Provider: Harvard Business School Publishing
 Author: Murphy, K.J.
 Case Number: 494048
 Page Count: 19 pages
 Teaching Note: Yes

Grupo Financiero Inverlat

Provider: Ivey Publishing
 Author: Henry W. Lane, Kathleen E. Slaughter,
 Daniel D. Campbell
 Case Number: 9A97L001
 Page Count: 13 pages
 Teaching Note: Yes

H

Human Resources at Hewlett-Packard (A)

Provider: Harvard Business School Publishing
 Author: Beer, M.
 Case Number: 495051
 Page Count: 27 pages
 Teaching Note: Yes

I

Intel In China

Provider: Ivey Publishing
 Author: Kathleen E. Slaughter,
 Donna Everatt, Xiaojun Qian
 Case Number: 9A99C007
 Page Count: 11 pages
 Teaching Note: Yes

J

John Smithers at Sigtek

Provider: Harvard Business School Publishing
 Author: Jick, T.D.
 Case Number: 491035
 Page Count: 9 pages
 Teaching Note: Yes

M

Matt Moreau's Dilemma

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 Case Number: 9A88C048
 Page Count: 4 pages
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Merck & Co., Inc. (A)

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N

Nes China: Business Ethics (A)

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O

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 Page Count: 23 pages
 Teaching Note: Yes

S

SG Cowen: New Recruits

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 Case Number: 402028
 Page Count: 15 pages
 Teaching Note: Yes

V

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 Case Number: 495011
 Page Count: 20 pages
 Teaching Note: Yes

W

Westjet Airlines (A): The Culture that Breeds a Passion to Succeed

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 Case Number: 9B01C024
 Page Count: 14 pages
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NEGOTIATIONS

A

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American Airlines, Inc.: Revenue Management

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 Case Number: 190029
 Page Count: 13 pages
 Teaching Note: Yes

American Cyanamid (A) & (B) (Combined)

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 Case Number: 898120
 Page Count: 30 pages
 Teaching Note: Yes

B

Bundling

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 Page Count: 3 pages
 Teaching Note: Yes

C

Charles River Jazz Festival

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D

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F

Frasier (A)

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G

Gotham Giants

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H

Honda-Rover (A): Crafting an Alliance

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L

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Luna Pen (A)

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M

Marsh & McLennan (A)

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N

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S

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D

Disney Productions: The Walt Years

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Donna Dubinsky and Apple Computer, Inc. (A)

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E

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I

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J

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K

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L

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M

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R

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S

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J

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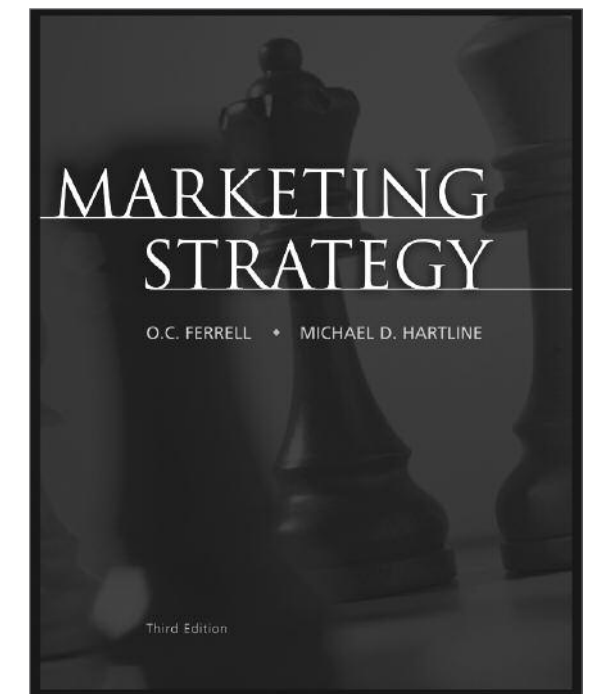
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Launching the New Mini

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Situation Analysis: Collecting and Analyzing Marketing Information	<i>Slots, Tables, and All that Jazz: Managing Customer Profitability at the MGM Grand Hotel</i> Author(s): Dennis Campbell, F. Asis Martinez-Jerez, Marc Epstein, Joshua Bellin Case Number: 9-106-029 Length: 25 pages Teaching Note: No
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James Burke: A Career in American Business (A)
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A

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B

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E

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 Author: Bell, D.E.
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 Page Count: 16 pages
 Teaching Note: Yes

F

Foxy Originals

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 Page Count: 9 pages
 Teaching Note: Yes

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 Case Number: 598109
 Page Count: 20 pages
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G

Global Branding of Stella Artois

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 Case Number: 9B00A019
 Page Count: 23 pages
 Teaching Note: Yes

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H

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 Teaching Note: Yes

I

ING Bank of Canada (A): Launch of a Direct Bank

Provider: Ivey Publishing
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 Case Number: 9A99A010
 Page Count: 23 pages
 Teaching Note: Yes

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Provider: Harvard Business School Publishing
 Author: Moon, Y.
 Case Number: 502083
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L

Life and Career of a Senior Executive Officer (Tom Curren)

Provider: Darden Business Publishing
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McDonald's and the Hotel Industry

Provider: Ivey Publishing
 Author: Mark B. Vandenbosch, Ken Mark
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 Author: Gourville, J.
 Case Number: 502006
 Page Count: 18 pages
 Teaching Note: Yes

Molson Canadian—The Rant

Provider: Ivey Publishing
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N

Nestle Refrigerated Foods: Contadina Pasta & Pizza (A)

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O

Optical Distortion, Inc. (A)

Provider: Harvard Business School Publishing
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 Case Number: 575072
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P

Perdue Farms, Incorporated

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Population Services International: The Social Marketing Project in Bangladesh

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 Author: Rangan, V.K.
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 Teaching Note: Yes

Procter & Gamble (A): The Wal-Mart Partnership

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 Case Number: UVA-M-0452
 Page Count: 22 pages
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Provider: Darden Business Publishing
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 Page Count: 13 pages
 Teaching Note: Yes

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 Teaching Note: Yes

R

Real Madrid Club de Futbol

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S

Samsung Electronics Co.: Global Marketing Operations

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 Teaching Note: Yes

Snapple

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CaseNet

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Teaching Note: Yes

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Author: Moon, Y.
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Steinway & Sons: Buying a Legend (A)

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Author: Gourville, J.
Case Number: 500028
Page Count: 23 pages
Teaching Note: Yes

Steinway & Sons: Buying a Legend (B)

Provider: Harvard Business School Publishing
Author: Gourville, J.
Case Number: 500045
Page Count: 23 pages
Teaching Note: Yes

Steinway & Sons: Buying a Legend (C)

Provider: Harvard Business School Publishing
Author: Gourville, J.
Case Number: 500046
Page Count: 23 pages
Teaching Note: Yes

Steinway & Sons: Buying a Legend (D)

Provider: Harvard Business School Publishing
Author: Gourville, J.
Case Number: 500047
Page Count: 23 pages
Teaching Note: Yes

T

The Aravind Eye Hospital, Madurai, India: In Service for Sight

Provider: Harvard Business School Publishing
Author: Rangan, V.K.
Case Number: 593098
Page Count: 25 pages
Teaching Note: Yes

The New Beetle

Provider: Harvard Business School Publishing
Author: Lal, R.
Case Number: 501023
Page Count: 30 pages
Teaching Note: Yes

TiVo

Provider: Harvard Business School Publishing
Author: Wathieu, L.
Case Number: 501038
Page Count: 16 pages
Teaching Note: Yes

Tweeter Etc

Provider: Harvard Business School Publishing
Author: Gourville, J.
Case Number: 597028
Page Count: 24 pages
Teaching Note: Yes

V

Virgin Mobile USA: Pricing for the Very First Time

Provider: Harvard Business School Publishing
Author: McGovern, G.
Case Number: 504028
Page Count: 19 pages
Teaching Note: Yes

MAKING THE CASE

Text and Case Recommendations for Your Course

OPERATIONS MANAGEMENT

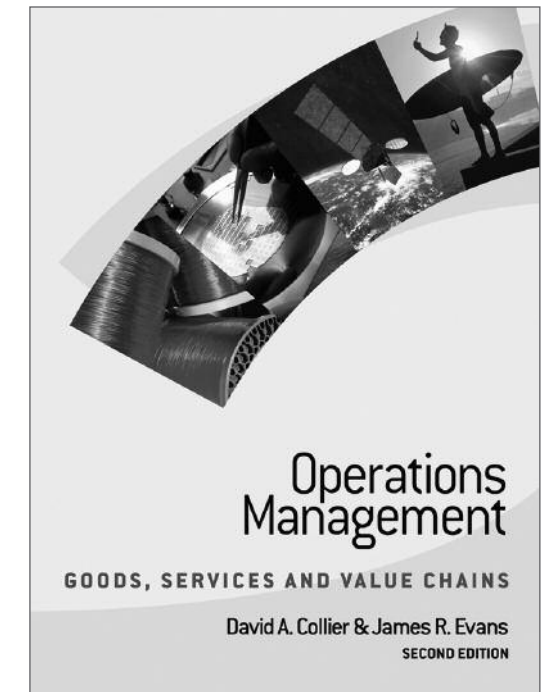
Cases are the perfect companion to this best-selling text from Thomson Business & Economics. Combining Collier and Evans' *Operations Management: Goods, Service, and Value Chains* with new cases can keep your course fresh and let you focus on the business principles of your choice.

MULTIMEDIA CASE SPOTLIGHT

ZARA: Fast Fashion

Authors: Pankaj Ghemawat, Jose Luis Nuevo
Case Number: 9-703-416

Focuses on Inditex, an apparel retailer from Spain, which has set up an extremely quick response system for its ZARA chain. Instead of predicting months before a season starts what women will want to wear, ZARA observes what's selling and what's not and continuously adjusts what it produces and merchandises on that basis. Powered by ZARA's success, Inditex has expanded into 39 countries, making it one of the most global retailers in the world. But in 2002, it faces important questions concerning its future growth. **See page vi of this catalog for details on how to order!**



Operations Management: Goods, Service, and Value Chains, 2nd Edition

Collier and Evans
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To help you get started, here are just a few recommendations from our CaseNet collection.
Visit www.textchoice.com/casenet or ask your local Thomson representative for more suggestions.

TEXT TOPIC	RECOMMENDED PRINT CASE	
Goods, Services, and Operations Management	<i>Fresh Connections</i> Author(s): Jonathan West, Susan S. Harmeling, Christian G. Kasper	Case Number: 9-600-022 Length: 23 pages Teaching Note: Yes
Value Chains	<i>TAL Apparel Ltd.: Stepping Up the Value Chain</i> Author(s): Ali Farhoomand, Phoebe Ho Case Number: HKU358	Length: 11 pages Teaching Note: Yes
Measuring Performance in Operations	<i>Velky Potraviny—Prague</i> Author(s): William Coyle, Jay Rao Case Number: BAB013	Length: 18 pages Teaching Note: Yes
Operations Strategy	<i>Wriston Manufacturing Corp.</i> Author(s): Janice H. Hammond Case Number: 9-698-049	Length: 15 pages Teaching Note: No
Technology and Operations Management	<i>Exel Plc—Supply Chain Management at Haus Mart</i> Author(s): Zeynep Ton, Steven C. Wheelwright	Case Number: 9-605-080 Length: 21 pages Teaching Note: Yes
Goods and Services Design	<i>Managing the Total Customer Experience</i> Author(s): Leonard L. Berry, Lewis P. Carbone, Stephan H. Haeckel	Case Number: SMR082 Length: 7 pages Teaching Note: No
Process Selection, Design, and Analysis	<i>Developing Products on Internet Time: A Process Design Exercise</i> Author(s): Stefan Thomke	Case Number: 9-600-121 Length: 2 pages Teaching Note: Yes
Facility and Work Design	<i>Stermon Mills, Inc.</i> Author(s): David Upton Case Number: 9-693-053	Length: 19 pages Teaching Note: Yes
Supply Chain	<i>Supply Chain Management at World Co. Ltd.</i> Author(s): Ananth Raman, Anna McClelland, Marshall L. Fisher	Case Number: 9-601-072 Length: 21 pages Teaching Note: Yes
Capacity Management	<i>Applichem (A) (Abridged)</i> Author(s): Janice H. Hammond, Gary P. Pisano Case Number: 9-694-030	Length: 13 pages Teaching Note: No
Forecasting and Demand Planning	<i>Leitax (A)</i> Author(s): Noel Watson, Rogelio Oliva, Laura Winig	Case Number: 9-606-002 Length: 22 pages Teaching Note: No
Managing Inventories	<i>Pioneer Hi-Bred International, Inc.: Supply Management</i> Author(s): Xin X He, Paul Clark	Case Number: 9-898-238 Length: 15 pages Teaching Note: Yes
Resource Management	<i>Chiron Corp.</i> Author(s): Steven C. Wheelwright, Brian Elliot Case Number: 9-693-052	Length: 20 pages Teaching Note: No
Operational Scheduling and Sequencing	<i>National Cranberry Cooperative</i> Author(s): Jeffrey G. Miller, R. Paul Olsen Case Number: 9-675-014	Length: 11 pages Teaching Note: Yes
Quality Management	<i>Eurasia International: Total Quality Management in the Shipping Industry</i> Author(s): Ali Farhoomand, Amir Hoosain	Case Number: HKU334 Length: 13 pages Teaching Note: Yes
Quality Control and Statistical Process Control	<i>Toyota Motor Manufacturing, U.S.A., Inc.</i> Author(s): Kazuhiro Mishina Case Number: 9-693-019	Length: 22 pages Teaching Note: No
Lean Operating Systems	<i>University Health Services: Walk-In Clinic</i> Author(s): David H. Maister, Shauna Doyle, Rocco Pigneri	Case Number: 9-681-061 Length: 13 pages Teaching Note: Yes
Project Management	<i>Teradyne Corp.: The Jaguar Project</i> Author(s): Francesca Gino, Gary P. Pisano Case Number: 9-606-042	Length: 23 pages Teaching Note: No

2008 CATALOG

BUSINESS, GOVERNMENT & INTERNATIONAL ECONOMICS

C

Cannet Info Communications Inc.

Provider: Ivey Publishing
Author: Sid L. Huff, Sandy Staples, Leslie Surmon
Case Number: 9A96E001
Page Count: 25 pages
Teaching Note: Yes

D

Doubleclick Inc.: Gathering Customer Intelligence

Provider: Ivey Publishing
Author: Scott L. Schneberger, Ken Mark
Case Number: 9B01E005
Page Count: 16 pages
Teaching Note: Yes

E

Enerline Restorations Inc.: Stay with an ASP?

Provider: Ivey Publishing
Author: Scott L. Schneberger, Jane Movold
Case Number: 9B00E016
Page Count: 12 pages
Teaching Note: Yes

H

Home Education Inc.

Provider: Ivey Publishing
Author: Peter C. Bell
Case Number: 9A98E045
Page Count: 2 pages
Teaching Note: Yes

N

Nortel—Re-Inventing I/S

Provider: Ivey Publishing
Author: E.F. Peter Newson, Olga Volkoff
Case Number: 9A97E001
Page Count: 18 pages
Teaching Note: Yes

S

Social Services, People and Computers

Provider: Ivey Publishing
Author: Sid L. Huff, E.F. Peter Newson
Case Number: 9A86E004
Page Count: 18 pages
Teaching Note: Yes

T

Tissage Et Broderie

Provider: Ivey Publishing
Author: Deborah Compeau
Case Number: 9B01E025
Page Count: 8 pages
Teaching Note: Yes

W

Waterloo Regional Police Services: The Cims Project

Provider: Ivey Publishing
Author: Deborah Compeau, Scott L. Schneberger, Jane Movold
Case Number: 9B01E013
Page Count: 14 pages
Teaching Note: Yes

**Waverider Communications Inc.:
The Wireless Last Mile**
Provider: Ivey Publishing
Author: Scott L. Schneberger, Ken Mark
Case Number: 9B01E008
Page Count: 14 pages
Teaching Note: Yes

MANAGEMENT OF INFORMATION SYSTEMS

A

Adobe Systems, Inc.
Provider: Harvard Business School Publishing
Author: Tripsas, M.
Case Number: 801199
Page Count: 29 pages
Teaching Note: Yes

C

Caregroup
Provider: Harvard Business School Publishing
Author: McFarlan, F.W.
Case Number: 303097
Page Count: 22 pages
Teaching Note: Yes

Cathay Pacific: Doing More with Less
Provider: Harvard Business School Publishing
Author: McFarlan, F.W.
Case Number: 303106
Page Count: 25 pages
Teaching Note: Yes

Charles Schwab Corp. (A)
Provider: Harvard Business School Publishing
Author: McFarlan, F.W.
Case Number: 300024
Page Count: 19 pages
Teaching Note: Yes

Cisco Systems Architecture: ERP and Web-Enabled IT
Provider: Harvard Business School Publishing
Author: Nolan, R.L.
Case Number: 301099
Page Count: 23 pages
Teaching Note: Yes

Cisco Systems, Inc.: Implementing ERP
Provider: Harvard Business School Publishing
Author: Austin, R.D.
Case Number: 699022
Page Count: 19 pages
Teaching Note: Yes

E

**Enabling Business Strategy
with It at the World Bank**
Provider: Harvard Business School Publishing
Author: McFarlan, F.W.
Case Number: 304055
Page Count: 30 pages
Teaching Note: Yes

L

Li & Fung: Internet Issues (A)
Provider: Harvard Business School Publishing
Author: McFarlan, F.W.
Case Number: 301009
Page Count: 20 pages
Teaching Note: Yes

M

Mrs. Fields Cookies
Provider: Harvard Business School Publishing
Author: Cash, J.I. Jr.
Case Number: 189056
Page Count: 17 pages
Teaching Note: Yes

S

**Singapore Unlimited: Building the National
Information Infrastructure**
Provider: Harvard Business School Publishing
Author: Applegate, L.M.
Case Number: 196012
Page Count: 30 pages
Teaching Note: Yes

OPERATIONS MANAGEMENT

A

American Connector Co. (A)
Provider: Harvard Business School Publishing
Author: Pisano, G.P.
Case Number: 693035
Page Count: 18 pages
Teaching Note: Yes

Amore Frozen Foods (A)
Provider: Darden Business Publishing
Author: Phillip E. Pfeifer
Case Number: UVA-QA-0317
Page Count: 7 pages
Teaching Note: Yes

B

Barilla Spa (A)
Provider: Harvard Business School Publishing
Author: Hammond, J.H.
Case Number: 694046
Page Count: 23 pages
Teaching Note: Yes

Business Intelligence Software at Sysco
Provider: Harvard Business School Publishing
Author: McAfee, A.
Case Number: 604080
Page Count: 19 pages
Teaching Note: Yes

C

Com Dev Xi'an—Iso 9000 Registration
Provider: Ivey Publishing
Author: John S. Haywood-Farmer, Tom Gleave
Case Number: 9A98D009
Page Count: 16 pages
Teaching Note: Yes

D

Deaconess-Glover Hospital (A)
Provider: Harvard Business School Publishing
Author: Spear, S.J.
Case Number: 601022
Page Count: 23 pages
Teaching Note: Yes

Deaconess-Glover Hospital (B)
Provider: Harvard Business School Publishing
Author: Spear, S.J.
Case Number: 601023
Page Count: 23 pages
Teaching Note: Yes

Deaconess-Glover Hospital (C)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 602028
 Page Count: 12 pages
 Teaching Note: Yes

Deaconess-Glover Hospital (D)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 601025
 Page Count: 23 pages
 Teaching Note: Yes

Deaconess-Glover Hospital (E)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 601026
 Page Count: 23 pages
 Teaching Note: Yes

Deaconess-Glover Hospital (F)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 601027
 Page Count: 23 pages
 Teaching Note: Yes

Deere & Company Worldwide Logistics

Provider: Ivey Publishing
 Author: P. Fraser Johnson
 Case Number: 9B01D013
 Page Count: 6 pages
 Teaching Note: Yes

Deutsche Allgemeinversicherung

Provider: Harvard Business School Publishing
 Author: Upton, D.
 Case Number: 696084
 Page Count: 12 pages
 Teaching Note: Yes

Donner Co.

Provider: Harvard Business School Publishing
 Author: Shapiro, R.D.
 Case Number: 689030
 Page Count: 14 pages
 Teaching Note: Yes

Dubai Ports Authority (A)

Provider: Harvard Business School Publishing
 Author: McAfee, A.
 Case Number: 603061
 Page Count: 19 pages
 Teaching Note: Yes

Dubai Ports Authority (B)

Provider: Harvard Business School Publishing
 Author: McAfee, A.
 Case Number: 603071
 Page Count: 19 pages
 Teaching Note: Yes

F

Flextronics International, Ltd

Provider: Harvard Business School Publishing
 Author: Huckman, R.
 Case Number: 604063
 Page Count: 18 pages
 Teaching Note: Yes

Ford Motor Co.: Supply Chain Strategy

Provider: Harvard Business School Publishing
 Author: Austin, R.D.
 Case Number: 699198
 Page Count: 9 pages
 Teaching Note: Yes

G

Grocery Gateway: Customer Delivery Operations

Provider: Ivey Publishing
 Author: P. Fraser Johnson
 Case Number: 9B02D003
 Page Count: 7 pages
 Teaching Note: Yes

H

Hank Kolb, Director, Quality Assurance

Provider: Harvard Business School Publishing
 Author: Leonard, F.S.
 Case Number: 681083
 Page Count: 4 pages
 Teaching Note: Yes

I

IBM Corp. Turnaround

Provider: Harvard Business School Publishing
 Author: Austin, R.D.
 Case Number: 600098
 Page Count: 19 pages
 Teaching Note: Yes

Illustrious Corporation

Provider: Ivey Publishing
 Author: John S. Haywood-Farmer
 Case Number: 9A93D022
 Page Count: 2 pages
 Teaching Note: Yes

Innovation at 3M Corp. (A)

Provider: Harvard Business School Publishing
 Author: Thomke, S.
 Case Number: 699012
 Page Count: 23 pages
 Teaching Note: Yes

K

Kristen's Cookie Co. (A1)

Provider: Harvard Business School Publishing
 Author: Bohn Re
 Case Number: 686093
 Page Count: 3 pages
 Teaching Note: Yes

L

Large-scale Change at the WSSC

Provider: Harvard Business School Publishing
 Author: Edmondson, A.C.
 Case Number: 603056
 Page Count: 21 pages
 Teaching Note: Yes

Longxi Machinery Works—Quality Improvement (A)

Provider: Ivey Publishing
 Author: Robert Klassen, Leakey Li, Tom Gleave
 Case Number: 9A98D001
 Page Count: 22 pages
 Teaching Note: Yes

M

MacPherson Refrigeration Limited

Provider: Ivey Publishing
 Author: John S. Haywood-Farmer, Bill Rankin
 Case Number: 9A93D021
 Page Count: 8 pages
 Teaching Note: Yes

Madison Avenue: Digital Media Services (A)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 601020
 Page Count: 23 pages
 Teaching Note: Yes

Madison Avenue: Digital Media Services (B)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 601021
 Page Count: 19 pages
 Teaching Note: Yes

Madison Avenue: Digital Media Services (C)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 601077
 Page Count: 13 pages
 Teaching Note: Yes

Manzana Insurance: Fruitvale Branch (Abridged)

Provider: Harvard Business School Publishing
 Author: Wheelwright, S.C.
 Case Number: 692015
 Page Count: 13 pages
 Teaching Note: Yes

McLeod Motors Ltd

Provider: Ivey Publishing
 Author: John S. Haywood-Farmer
 Case Number: 9A95D008
 Page Count: 6 pages
 Teaching Note: Yes

Measure of Delight: The Pursuit of Quality at AT&T Universal Card Services (A)

Provider: Harvard Business School Publishing
 Author: Shapiro, R.D.
 Case Number: 694047
 Page Count: 23 pages
 Teaching Note: Yes

Microsoft Office 2000

Provider: Harvard Business School Publishing
 Author: MacCormack, A.
 Case Number: 600097
 Page Count: 18 pages
 Teaching Note: Yes

Moore Medical Corp.

Provider: Harvard Business School Publishing
 Author: McAfee, A.
 Case Number: 601142
 Page Count: 21 pages
 Teaching Note: Yes

Mount Auburn Hospital: Physician Order Entry

Provider: Harvard Business School Publishing
 Author: McAfee, A.
 Case Number: 603060
 Page Count: 18 pages
 Teaching Note: Yes

N

National Cranberry Cooperative

Provider: Harvard Business School Publishing
 Author: Miller, J.G.; Olsen, R.P.
 Case Number: 675014
 Page Count: 11 pages
 Teaching Note: Yes

National Cranberry Cooperative (Abridged)

Provider: Harvard Business School Publishing
 Author: Shapiro, R.D.
 Case Number: 688122
 Page Count: 10 pages
 Teaching Note: Yes

Noram Foods

Provider: Ivey Publishing
 Author: Michiel R. Leenders, John Walsh
 Case Number: 9A82D022
 Page Count: 16 pages
 Teaching Note: Yes

O

Oracle Corp.

Provider: Harvard Business School Publishing
 Author: Frei, F.X.
 Case Number: 601043
 Page Count: 19 pages
 Teaching Note: Yes

P

Paul Chesler, Director Quality Assurance

Provider: Harvard Business School Publishing
 Author: Leonard, F.S.
 Case Number: 607002
 Page Count: 3 pages
 Teaching Note: Yes

Q

QuickMedx, Inc.

Provider: Harvard Business School Publishing
 Author: Bohmer, R.
 Case Number: 603049
 Page Count: 30 pages
 Teaching Note: Yes

R

Red Hat and the Linux Revolution

Provider: Harvard Business School Publishing
 Author: MacCormack, A.
 Case Number: 600009
 Page Count: 22 pages
 Teaching Note: Yes

Rich-Con Steel

Provider: Harvard Business School Publishing
 Author: McAfee, A.
 Case Number: 699133
 Page Count: 10 pages
 Teaching Note: Yes

Rise and Fall of Iridium

Provider: Harvard Business School Publishing
 Author: MacCormack, A.
 Case Number: 601040
 Page Count: 22 pages
 Teaching Note: Yes

S

Sport Obermeyer Ltd.

Provider: Harvard Business School Publishing
 Author: Hammond, J.H.
 Case Number: 695022
 Page Count: 21 pages
 Teaching Note: Yes

Sun Microsystems, Inc. (A)

Provider: Harvard Business School Publishing
 Author: Wheelwright, S.C.
 Case Number: 686133
 Page Count: 22 pages
 Teaching Note: Yes

T

Techno Systems Corporation: Benchmarking Sourcing (Abridged)

Provider: Ivey Publishing
 Author: John Kamauff, Steven Kramer, Jim Simpson
 Case Number: 9A95D001
 Page Count: 15 pages
 Teaching Note: Yes

The Evolution of Treatment: The Case of Diabetes

Provider: Harvard Business School Publishing
 Author: Bohmer, R.
 Case Number: 302023
 Page Count: 28 pages
 Teaching Note: Yes

The iPremier Co.: Denial of Service Attack (A)

Provider: Harvard Business School Publishing
 Author: Austin, R.D.
 Case Number: 601114
 Page Count: 12 pages
 Teaching Note: Yes

Toyota Motor Manufacturing, U.S.A., Inc.

Provider: Harvard Business School Publishing
 Author: Mishina, K.
 Case Number: 693019
 Page Count: 22 pages
 Teaching Note: Yes

Transportation in Canada

Provider: Ivey Publishing
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 Page Count: 15 pages
 Teaching Note: Yes

V

Vandelay Industries, Inc.

Provider: Harvard Business School Publishing
 Author: Upton, D.
 Case Number: 697037
 Page Count: 16 pages
 Teaching Note: Yes

W

Workplace Safety at Alcoa (B)

Provider: Harvard Business School Publishing
 Author: Spear, S.J.
 Case Number: 600068
 Page Count: 6 pages
 Teaching Note: Yes

Z

Zara: IT for Fast Fashion

Provider: Harvard Business School Publishing
 Author: McAfee, A.
 Case Number: 604081
 Page Count: 23 pages
 Teaching Note: Yes

SERVICE MANAGEMENT

B

Benihana of Tokyo

Provider: Harvard Business School Publishing
 Author: Sasser, W.E. Jr
 Case Number: 673057
 Page Count: 17 pages
 Teaching Note: Yes

C

Club Med (A)

Provider: Harvard Business School Publishing
 Author: Hart Cwl
 Case Number: 687046
 Page Count: 21 pages
 Teaching Note: Yes

D

Dana-Farber Cancer Institute

Provider: Harvard Business School Publishing
 Author: Bohmer, R.
 Case Number: 699025
 Page Count: 17 pages
 Teaching Note: Yes

Duke Heart Failure Program

Provider: Harvard Business School Publishing
 Author: Bohmer, R.
 Case Number: 604033
 Page Count: 21 pages
 Teaching Note: Yes

E

Euro Disney: The First 100 Days

Provider: Harvard Business School Publishing
 Author: Loveman, G.
 Case Number: 693013
 Page Count: 23 pages
 Teaching Note: Yes

H

Habitat for Humanity International

Provider: Harvard Business School Publishing
 Author: Loveman, G.
 Case Number: 694038
 Page Count: 22 pages
 Teaching Note: Yes

I

Intermountain Health Care

Provider: Harvard Business School Publishing
 Author: Bohmer, R.
 Case Number: 603066
 Page Count: 30 pages
 Teaching Note: Yes

J

JetBlue Airways: Starting from Scratch

Provider: Harvard Business School Publishing
 Author: Gittel, J.H.
 Case Number: 801354
 Page Count: 20 pages
 Teaching Note: Yes

L

Laura Ashley and Federal Express Strategic Alliance

Provider: Harvard Business School Publishing
 Author: Loveman, G.
 Case Number: 693050
 Page Count: 14 pages
 Teaching Note: Yes

CaseNet

M

Monster.com: Success Beyond the Bubble

Provider: Harvard Business School Publishing

Author: Hallowell, R.

Case Number: 802024

Page Count: 21 pages

Teaching Note: Yes

Morgan Stanley Dean Witter Private Client Services

Provider: Harvard Business School Publishing

Author: DeLong, T.J.

Case Number: 899107

Page Count: 17 pages

Teaching Note: Yes

N

NYPD New

Provider: Harvard Business School Publishing

Author: Heskett, J.I.

Case Number: 396293

Page Count: 28 pages

Teaching Note: Yes

R

Ritz-Carlton Hotel Co.

Provider: Harvard Business School Publishing

Author: Sucher, S.

Case Number: 601163

Page Count: 30 pages

Teaching Note: Yes

S

Shouldice Hospital Limited

Provider: Harvard Business School Publishing

Author: Heskett, J.I.

Case Number: 683068

Page Count: 18 pages

Teaching Note: Yes

Sothebys.com

Provider: Harvard Business School Publishing

Author: Hallowell, R.

Case Number: 800387

Page Count: 25 pages

Teaching Note: Yes

Southwest Airlines—1993 (A)

Provider: Harvard Business School Publishing

Author: Heskett, J.I.

Case Number: 694023

Page Count: 29 pages

Teaching Note: Yes

Southwest Airlines—2002: An Industry Under Seige

Provider: Harvard Business School Publishing

Author: Heskett, J.I.

Case Number: 803133

Page Count: 24 pages

Teaching Note: Yes

U

University Health Services: Walk-In Clinic

Provider: Harvard Business School Publishing

Author: Maister, D.H.

Case Number: 681061

Page Count: 12 pages

Teaching Note: Yes