

List of Case Studies Published in 2010

Subject	Case Title
Business Strategy	Walmart-Bharti Retail Alliance in India: The Best Way Forward?
	Metro in India: Can It Carry Forward With Its Cash& Carry Model?
	Indian Cricket (A): Indian Cricket League (ICL) Invading BCCI's Monopoly?
	Indian Cricket (B): Financial Feasibility of Indian Premier League (IPL) Franchisee
	Ford India in 2009 (A): Need for a Strategy Change?
	REVA's Transformation: From Neighborhood Electric Vehicles to Next Generation Electric Cars for the Global Market
	PVR's Aborted Acquisition of DLF's DT Cinemas
	Mr. Clean Car Wash: Procter & Gamble's Foray into Services
	CEMEX's Acquisition Strategy: The Acquisition of Rinker Group
	Chery Auto's Success Story
	Business Model Innovation by Better Place: A Green Ecosystem for the Mass Adoption of Electric Cars
	Crompton Greaves: Debt-laden Loss-making Company to a Successful Global Company
	Roundabout Outdoor and PlayPumps International: A Hybrid Business Model to Tackle the Water Scarcity Problem
	Fiat and Chrysler Strategic Alliance: Can a European and an American Automaker Dance Together?
	DLF Ltd.: India's Leading Real Estate Company in Trouble
	Apple's iPhone in China: Can Apple Cash in on the World's Biggest Mobile Market?
	Moser Baer's Pricing Strategies: Competence-based and Value-Driven?
	Toyota's Product Recalls (B): Effectively Ineffective?
	Toyota's Product Recalls (A): The World Recalls Japan Inc's Quality
	Virtual World's 'Second Life': INSEAD's New Campus
	Ronnie Screwvala: Trying to Professionalise Bollywood?
	Stage Musicals: Altering the South Korean Entertainment Landscape?
	Tata Nano: Host to a Global Dream?
	Private Labels in India (B): (Kishore Biyani's) Future Group's Private Label Strategy
Private Labels in India (A): What's in Store?	

List of Case Studies Published in 2010

Subject	Case Title
Business Strategy	US Newspaper Industry- Online Ad Revenues at Stake?
	BOEING: Betting High on Freighters
	Google’s Business Model: An Enigma?
	Low-Cost Carriers: A Sustainable Business Model in the Global Aviation Industry?
	Mobile Virtual Network Operators in US: A Business Model under Scrutiny
	The Skybus Business Model in the US: Will it be Sustainable?
	US Specialty Retailer Sharper Image: Blurred Prospects?
	Fortis’s Acquisition of Wockhardt Hospitals
	Transforming Sanofi-Aventis
	Redbox: Disruptive Innovation in DVD Rentals
	Zipcar: Revolutionizing Car Rentals?
	Sony Corporation - Restructuring Continues, Problems Remain
	Toyota: The Once-in-a-Century Challenge
	Carrefour’s Misadventure in Russia
	Comcast-NBC Universal Joint Venture Deal
	Turnaround of Schering-Plough Corporation
	McDonald’s Russia: A Jewel in the McDonald’s Emerging Market Operations?
	Reorganizing Dell Inc.
	Problems at China Airlines
	Brilliance Auto: A Chinese Automaker with Global Ambitions
	Cisco’s Strategy in Recessionary Times
	Google’s Problems in China (B)
	‘Asset Smart’ Strategy: Will it help AMD catch up with Intel?
	Airbus: Is the Leader Losing its Crest?
	Business Process Outsourcing: Will India Sustain its Advantage?
	China Mobile’s Penchant for Foreign 4G: Can it Sustain Domestic Competition?
	China’s Giant Mobile Handset Maker, ZTE: Posing threat to Global Market Leaders
	Cuil: Is Really Cool for Google?
Google’s Leadership: The Cutting Edge	
Hasbro’s Response to Scrabulous: Legally Right, but Risking Popularity?	

Subject	Case Title
Business Strategy	India's Mahindra and Mahindra: Can it Become Global Leader in Tractor Business?
	LCD Television: Sharp's Leadership at Stake
	Leadership Change at Indian Electronics Player Videocon: Can Kwang Ro Kim Replicate LG's Success?
	Leadership: The Amazon way
	Mattel: Competitive Strategies in the US
	Patented Drug Companies: Can Effective Product Lifecycle Management Counter the Generic Threat?
	People's Car" Nano: Can it Combat the Future Cost Challenges?
	The Price War: Netflix Vs Blockbuster
	VMware, US' Virtualisation Software Market Leader: Real Threat from Microsoft?
	Wahaha: Posing a Threat to Coca Cola and Pepsi in China
	Will Samsung Emerge as the No. 1 Global Handset Maker?
	Kaya's Expansion Spree: Taking Toll on Profits?
	Western Union In India: The Rural-Market Focused Strategy
	ADM, World's Largest Grain Processor: Staking too high on Ethanol?
	Cadbury's Exit from Soft Drinks Market – A Strategic Move?
	China Netcom: Susceptible or Impervious to 3G?
	Divesting Ranbaxy's Family Business to Daiichi Sankyo: Is it a Right move?
	Honda's Exit from Formula One: Can Multimillion dollar Sport Stay Afloat?
	Nokia Exiting Low End Market in Japan: Betting on High End Vertu?
	SABMiller: Is Bavaria the Right Andean Fit?
	Sharp in 2007: Betting high on LCD TV
	Teva Pharmaceuticals' Foray into Patented Drugs: Tasting its Own Medicine?
	Virgin Atlantic's Business-class-only Airline: Emerging Threat to Niche Air Carriers?
	Wells Fargo Deploys RSS Tools
	Indian Soft Drink: Concentrate Major Rasna Diversifies into Fast Food Retailing: Will it Payoff?
	Lively' – Google's Virtual Reality Venture
Apple Computer: From Class to Mass?	

List of Case Studies Published in 2010

Subject	Case Title
Business Strategy	Baosteel's Aggressive Inorganic Growth Strategy: The Cost Factor
	Cathay Pacific's Aggressive Expansion in Downturn
	China Life, the World's Largest Insurer: Growing Prospects and Challenges
	Citigroup: Strengthens its Presence in CEE
	Growth Strategies of India's Leading Retail Group: Shopper's Stop Limited
	Hungarian OTP Bank's Expansion Strategies in Russia
	Indian Apparel Retailer Westside's Expansion in Non-Metros
	Intel: Looking Forward in 2007
	London Heathrow: The Airport's Expansion Dilemma
	National Bank of Greece in Serbia: Reaffirms the Cynosure of Investors in CEE
	Nike's Growth Strategy
	OTP Bank Invades Serbia: Consolidates its Presence in CEE
	SAB Miller: Brewing Growth in Asia and Africa
	SABMiller in 2005
	SKS Microfinance, India's Fastest Growing Microfinance Institution's Growth Strategies
	South Korean SK Telecom's Expansion Plan: Will it Succeed?
	Volkswagen's Growth Strategy in a Sluggish US Auto Industry
	Yum! Brands Inc.: Expansion Strategies in India
	3G War: Consolidation in Chinese Telecom Sector
	Acquisition of Prestige Brands by Tata Motors: The Challenges
	Aditya Birla Acquisition of ASCIL: A Shortcut Entry into Retail Broking?
	Alcatel Lucent: Merger on the Rocks
	AOL's Acquisition of Bebo: Can it regain its Lost Glory?
	Bank of America's Acquisition of Merrill Lynch: A Challenge to Rival Citigroup
	Blockbuster's Bid for Circuit City: A 'Game-changing' Opportunity?
	Cadbury Schweppes' Acquisition Strategy
	China Development Bank joins Barclays bid for ABN AMRO: Can It Beat the RBS Consortium?
	Citigroup's Acquisition of China's Guangdong Development Bank: Pros and Cons of Consortium based Acquisition
Consolidation in Indian Banking Industry: A Case on State Bank of India	

Subject	Case Title
Business Strategy	Consolidation in the Banking Industry: The Case of ABN AMRO and Barclays
	Consolidation in the Indian Gems and Jewellery Industry: The case of Gitanjali Gems
	Creating “Miller Coors”: A Need Based Friendship?
	Delta–Northwest Airlines: A Strategic Merger
	General Motor’s Plan to Buy Chrysler: Prospects and Perils
	HCL’s Acquisition of Axon: A Right Decision in the Gloomy IT Scenario?
	HDFC’s Acquisition of Centurion Bank: Aiming for No.1 among India’s Private Sector Banks?
	HP-Compaq in 2005: A Failing Merger?
	Idea Cellular’s Acquisition of Spice: Consolidation Trend in the Indian Telecom Industry
	InBev’s Acquisition of Anheuser-Busch: A Mega Cross-Border Deal
	India’s Jubilant Organosys Acquiring Draxis: An Easy Access to North American Radio Pharmaceutical Market?
	India’s Sun Pharma and Israeli’s Taro: Failed Merger
	India’s Times Group’s Acquisition of Virgin Radio - A Re-Branding Exercise?
	Indian Automobile Company Mahindra & Mahindra Acquires Kinetic: A Smart Deal
	JP Morgan Chase Acquires Washington Mutual: Is it a Smart Buy?
	Kingfisher’s Acquisition of Air Deccan: Altering India’s LCC Scenario?
	Lafarge: Concretising Indian Presence by Acquiring L&T’s RMC Division
	Mahindra & Mahindra’s Acquisition of Punjab Tractors
	Mars-Wrigley Merger: Changing Dynamics of Global Confectionery Industry
	Microsoft’s Acquisition of Navic Networks: Gaining an Edge by Expanding its Advertising Platforms?
	Mittal’s Master Stroke: Building Global Empire Through Acquisitions
	NASDAQ’s Proposed Takeover of LSE: Potential and Challenges
	ONGC’s Acquisition of Imperial Energy – Can it be Profitable?
	Oracle Acquires Siebel
	P&G Acquires Gillette
	Primary Health Care Ltd.’s Bid For Symbion Health Limited: Merger of Complimentors
Romania Rejects Acquisition Bid of CEE Banking Giants	

List of Case Studies Published in 2010

Subject	Case Title
Business Strategy	Schaeffler Group’s Bold Bid for Continental AG: Is it Wise?
	Shanghai Auto, Nanjing Auto Set to Merge: A Chinese Alliance to Compete With Global Brands
	SINOPEC, DuPont Chemicals JV in China: The Probable Synergies
	Sirius XM Merger in US Satellite Radio Market: Missing Tunes of Profit
	Sony’s Music Business: Would Buying out BMG in its Joint Venture Help?
	Tapping Emerging Markets through Acquisitions: A Right Move by L’Oreal?
	Tata Motors and Jaguar-Land Rover: Made for Each Other?
	Tata Steel’s Corus: Making of a Deal
	The S&N Takeover – The Going Gets Tough for Danish-Dutch Duo?
	Thomson-Reuters Merger: Media Monopoly or Benefit to Customers?
	United Spirits’ Acquisition of South Indian Balaji Distilleries: A Smart Move?
	US Airways: America West Merger
	Wells Fargo’s Acquisition of Wachovia: A Smart Move During Tough Times?
	Whirlpool: Maytag Merger
	Apple iPhone in India: Emotionally Connected Vs Product-Price Performance Disconnected?
	Apple’s iPhone in India: Entry Strategies
	CSCEC, The Third Largest Chinese Construction Company’s Entry into India: Will it sustain in the long run?
	Indian Conglomerate ITC: Foray into Personal Care Business
	Indian DTH Market: Can Reliance Big TV Ride on the Growth Wave?
	IVRCL, An Indian Construction Behemoth’s Forays in to Real Estate Targeting The Niche Brown Collars- Will The Formula Work?”
	Japan’s Docomo’s Entry into Indian Telecom Market: Can it Tap the Growth in India?
	Sanpaolo: Establishing its Footprint in Serbia
	Standard Chartered: Invading into Mainland China
	Telenor’s Entry into Indian Mobile Market: Too Late and Expensive?
	Tesco in China: Opportunities and Challenges
Tesco in Japan – Experimenting with Retail Formats	
Tesco’s Big Plans To Enter Indian Retail	
Virgin Mobile’s Entry Strategies in India	

Subject	Case Title
Business Strategy	Vogue in India: The Market Entry Strategy
	India's Janaagraha: Empowering the Urban Citizen
	India's Private Bank ICICI Repositions its Private Banking Business: Will it Payoff?
	Indian FMCG Player Dabur: Repositioning its 'Real Activ'
	Lenevo in India: Facing Positioning Dilemma
	Singapore Airlines Redefines Long-haul Travel with All-business Class: Will it Pay-off?
	Alcatel-Lucent: Can the New Leadership Turn it Around?
	China's Fourth Largest Steelmaker, Shougang Steel's Relocation Strategy- Conducive or Detrimental to its Growth
	Dell: Reinventing Itself in 2007
	Delta Air Lines (B): Turnaround Strategy and Challenges Ahead
	Diversity at Denny's: The Turnaround Strategy
	Ford: Survival Strategies against New Auto Giants
	Jon Rubinstein's Revival Plan for Palm: 'Smart' Enough?
	Restructuring Siemens: Will It Pay Off?
	Toyota in the US: Strategies to Combat Declining Sales!
	Microsoft-Yahoo! Mega Deal: Competing for Competition with Google?
	Airtel's Pact with Infosys: Can it Create Ripples in the Indian DTH Market?
	Big Cinema Teams Up with DreamWorks: Hollywood Aspirations?
	DHL: Chalking Success by Partnering with its Rival UPS?
	Dongfeng-Volvo JV in China: Will it Pay Off?
	Godrej tie-Up with Future Group for Rural Retail: A Win-Win Strategy?
	HSBC's Insurance JV in China: Sailing Through Charted Waters
	Indian Aviation Market: Impact of Kingfisher-Air Deccan Deal on LCCs
	Indian SPA Products Maker Forest Essential's Alliance with Estee Lauder: A Smart Move for Growth?
	Strategic Alliance with Fiat: A Lifeline for Chrysler?
The Indian Pharmaceutical Majors Ranbaxy and Orchid Alliance: A Win-Win Situation?	
TNK-BP: Is the Joint Venture on the Verge of Derailment?	
United and Continental Airlines Alliance – A Marriage of Convenience?	

List of Case Studies Published in 2010

Subject	Case Title
Business Strategy	Motorola to Split the Cell- Phone Business: The End of an Era?
	The Motorola Split – Heralding a New Approach?
	UBS AG to Split: The Right Solution to Overcome Sub-prime Crisis?
	Apple Computer Inc. After Steve Jobs: The Succession Dilemma
	Exit of Bill Gates: Future of Microsoft
	Intel After Barrett: Challenges for its First Outside Successor
	Leadership Change at Unilever: Can Paul Polman Build on the Achievements of Patrick Cescau?
	Battery Recall: The Nokia Way
	Facebook Charging Ahead in an Economic Downturn: Is it a Wise Decision?
	Fall of Lehman Brothers: US Sub Prime Crisis
	Is GM heading for Bankruptcy?
	Metro Cash and Carry India in Rough Waters
	Oil Derivatives: The Failure of China Aviation Oil’s Speculative Intent
	Rising Aviation Turbine Fuel: How can Indian Airline Operators Cope?
	Rising Fuel Cost: A Threat to Europe’s Discount Airlines
	Trouble at Taco Bell: The E. coli Breakout
	US Airline Industry: Impact of Fuel Price Rise
	Whole Foods Market: Image Makeover Strategy in Troubled Times
	UK’s Woolworths Retail Chain: End of a Long Journey?
	Toyota Product Recall: Does Quantity and Quality Go Hand-in-Hand?
	Backward Integration in Chinese Metal Industry: A Case of Anben Steel
	Big Bazaar, India’s Hypermarket Chain: Can its Ambitious Future Plans Succeed?
	India’s Branded Vada Pav Chain Jumbo King’s Ambitious Plans
	UK’s Manufacturing Competitiveness (C): Resurgence of Rolls-Royce?
	Cairn India: Globalisation vs Government Intervention
	UK’s Manufacturing Competitiveness (A): Who Said ‘The Sun Never Sets on the British Empire’?
UK’s Manufacturing Competitiveness (B): What have Privatisation and Deregulation Done?	
Abolition of Quota A Zero Sum Game for the South Asian Textile and Garment Industry?	

Subject	Case Title
Business Strategy	AIG, A Meltdown Victim: Is Federal Bailout the Solution?
	Banking Reforms in China: Progress and Constraints
	Brain Drain- A Threat to German Economy?
	Brazil- The Emerging Destination for FDI
	Carbon Credits Bazaar: Opportunities and Challenges for India
	Carbon Trading: A Global Effort to Reduce Pollution
	China's Genetically Modified Food Strategy Boon or Blight?
	Digital Rights Management: Time to Evolve or Phase Out?
	Fiscal Federalism in China and India: A Need for New Stratagem for Better Accountability
	Green Trade: Can India Afford to Ignore the Opportunity?
	Online Junk Food Marketing and US Kids: Need for Healthy Regulations
	Pemex, the Mexican Oil Company: Deregulation Challenges
	Phase I Trial of Foreign Drugs: Is India Ready?
	SEZ: Can the Chinese Model be Integrated in India?
	Special Economic Zones in India: Can they Overcome Challenges and Fuel Economic Growth?
	Sponsorship at Beijing Olympics: Multiple Dimensions
	Subsidised Oil Price in India: Can it be Sustained?
	Tapping Solar Energy in India: A Viable Alternative?
	Cemex's Cost of 'Globalised' Growth – The Cash Crunch?
	Global Footprints of the Indian MNC, Marico: The 3L Strategy
	Wal-Mart in India: The Future
	Acer Creating New Growth Platforms: Will it Sustain Global PC Wars?
	AMD: Consolidating Presence in China
	China National Petroleum's Foreign Cooperative Ventures: Will It Pay Off?
	China's Automaker Chery's Global Expansion: Can it Race Past the 'Made in China' Image?
	Ford in China: Learning from Experience
	From Books to Animation: Indian Cartoons Going Global
	General Motors in Korea: A Success Story
General Motors' Joint Ventures in Russia and China: The Secret Behind Success & Failure	

List of Case Studies Published in 2010

Subject	Case Title
Business Strategy	Home Depot in China
	HSBC's Long Term Commitment Delivering Results in China
	Hyundai Motor in America
	Inbev's Growth Strategy in China: Targeting Clustered Territories
	Lotte, a South Korean Confectionery Company's European Expansion Strategies
	Mahindra Scorpio Entering the US Auto Market: Advent of a Global Brand?
	Raiffeisen's Business Strategy in Russia
	Raiffeisen's Strategic Dilemma in Ukraine
	TATA Steel: In Quest of Globalisation
	Branding a Commodity: Pista House's 'Hyderabadi Haleem'
	La Affaire Tiger Woods
	Oprah Winfrey's 'Celebrity Brand': Will It Work Wonders for 'The Oprah Winfrey Network'?
	Brand Kellogg's: Moving Beyond Breakfast?
	Brand Kingfisher: Creating a Lifestyle Brand
	Brand Starbucks (A): Can the Brand be Revitalised?
	Brand Starbucks (B): Regaining Its Lost Soul
	Branded Indian Snacks Market: Case of PepsiCo's 'Kurkure'
	Branding China: From Manufacturing to Marketing
	Café Coffee Day (CCD): An Indian Starbucks in the Making?
	Chevrolet Volt: Can it Recharge General Motors?
	GlaxoSmithKline's Rush for Branded Generic Markets: Will it be a Success?
	James Bond and Product Placements: Marketers' Cine Connection with the Meta Brand
	Managing Personality Brands: The Harry Potter Saga
	P&G: Reviving Hair Care Brand 'Herbal Essences' Through Rebranding
	Rebranding of Indian Public Sector Banks in the Changing Market Dynamics: A Smart Move?
	Revival Plans of Italian Sportswear Brand FILA: Can CEO Yoon-Soo Yoon Pull it Off?
Tata Nano: Recreating the Tata Magic	
Technogym, the Italian Fitness Brand: Tapping Global Markets	

Subject	Case Title
Business Strategy	US Sportswear Brand Under Armour's Extension into Sports Footwear: Will it succeed?
	AMD's 'Future is Fusion' Rebranding: Scripting a New Chapter?
	Apple: The Most Admired Brand
	China Telecom Corporation Limited: Late Mover Advantage with Service Innovation?
	Nokia Booklet 3G: Banking on Late Mover Advantage?
	Eveready's LED Lantern: Overstretching Its Core Competency?
	China Calling: Can it be the Next BPO Hub?
	Domestic BPO Market: Next Big Opportunity for Indian BPO Companies?
	Lenovo Group Limited: Loosing the Competitive Edge?
	MasterCard Paypass: Plastic Money Reinvented
	The Marketing of Barack Obama
	Billion Hearts Beating Campaign: Heart Beats for a Social Cause?
	Vodafone's ZooZoo campaign: Brand Communication Strategies
	Terrorist Attack on the Taj Mahal Palace & Towers, Mumbai: Crisis Communication Strategies
	GM's Saturn Story: Integrated Strategy for Communication and Brand Building
	Big TV takes off a Digital TV Teaser Ad: Is it Ethical?
	Celebrity Clutter in Indian Advertising
	Ogilvy and Mather India: The Creative Advertising Juggernaut Continues to Dominate
	Private FM Radio in India: Can it Emerge as a Strong Ad Medium?
	US President Barack Obama's Election Campaign 2008: Leveraging New Media
AdWords Goes Mobile: A Move into Mobile Advertisement	
Word-of-Mouth Marketing: Contrivance to Make or Break a Brand?	
Business Ethics & Corporate Governance	BP's Continuing Safety Problems: The Gulf of Mexico Crisis
	Coca-Cola's Manual Distribution Centers in Africa: An Inclusive Business Model
	Carbon Credit Trading: Selling the Right to Pollute
	US' Foreign Corrupt Practices Act, 1977: Governance Musings on US-Listed Companies
	Satyam Computers Corporate Governance Fiasco (G): Maytas Satyam?

List of Case Studies Published in 2010

Subject	Case Title
Business Ethics & Corporate Governance	The Bribery Scandal at Siemens AG
	BRAC's Microfinance and Social Responsibility Initiatives
	Citigroup's Sale of Phibro: Ending the US\$ 100 Million Pay Controversy
	Gramin Suvidha Kendra': MCX's Corporate Social Opportunity Approach to Inclusive Growth
	Think Global AS: In Search of the Triple Bottomline
	Nike 'Considered' - An Environmental Sustainability Initiative
	Apple's Mystique: The Dark Side
	The Coca-Cola - Honest Tea Deal: Promoting Sustainability or Corporate Greenwashing?
	Environmental Sustainability Initiatives at Ford Motor Company
	Bhopal Gas Tragedy: Revisited after Twenty-five Years
	BP: The Cost of Going Green
	Corporate Environmental Responsibility: A Case on ITC Limited
	Corporate Social Responsibility: A Global Perspective
	COSCO Busan Oil Spill: Need for Benchmarking CSR Practices
	Costa Rica's Reputation as Ecotourism Destination at Stake?
	Eli Lilly's Pre-clinical Research Practices: A Controversial Issue?
	Ethical Chocolates- A "BitterSweet" Dilemma
	e-Waste Management: A Call for an Environmental Protection
	Global Ship Breaking Industry: An Environmental Threat?
	Pfizer's 'Trovan' Experiment in Nigeria: CSR under Trial?
	Royal Philips Electronics' CSR Drive: Turning Social Innovation into a Sustainable Business Opportunity!
	Saudi Aramco: Blazing a New Trail in Women Empowerment in Saudi Arabia?
	The Tata Nano: A Successful CSR Strategy?
	Flour Corp's Business Ethics Practices: Creating Six Sigma Standards in Staying Corruption-Free
	Satyam Computers' Corporate Governance Fiasco (H): One Year After
Baby Milk Powder Contamination at China's Sanlu: Violation of Business Ethics	
CEOs in the US: Are they Overpaid?	
Is Chrysler's Existence at Stake?	

Subject	Case Title
Business Ethics & Corporate Governance	Legal Process Outsourcing - Privacy Outsourced?
	Madoff Scandal: A Blow to Investor Confidence
	Sovereign Wealth Funds: Need for Code of Best Practices?
	Stem Cell Research: The Battle between Business and Ethics
Marketing	Sunsilkgangofgirls.com : Crafting a Brand Positioning With Reference Groups
	Shah Rukh Khan Vs Aamir Khan: Who is the Better Marketer?
	Tata Nano: Consumers' Post-Purchase Behavior
	Online Shopping Behavior: Indian Vs International Consumers
	Indian Consumers: Shopaholics By Chance, Dealaholics By Choice? (A): An Exercise
	Indian Consumers: Shopaholics by Chance, Dealaholics by Choice? (B): Impulsive vs Compulsive Buying Motives
	Tata Indicom's 'Pay Per Call' Tariff Plan for Prepaid Cellular Subscribers
	The Disgruntled Customer
	AMD's Consumer and Channel Marketing Initiatives
	Crisis Management at Toyota
	Avant Garden: Exploring Possibilities for Improving Revenue Management
	GlaxoSmithKline's New Sales Force Compensation System in the US
	Domestic Vs Foreign Brand Clothing: Understanding Consumer Decision-making Styles in India
	Assessing Consumer Brand Loyalty
	Redbox: Competing in the Movie Rental Market
	Marketing Dilemma for 'Elan' Jeans Brand
	Apex Tours & Travels: Analysing Consumer Preferences on Tourism
	Celebrity Endorsements and Product Categories
	Traverse Communications: Identifying Target Customers
	McDonald's in India: Reaching Out Customers with McDelivery
	Coca-Cola in India: Innovative Distribution Strategies with 'RED' Approach
Seven star Burj Al Arab Hotel- Redefining Luxury services	
Consumer Focus in Retailing: The Apple Inc. Way	
India's Best Marketers: Consumer Psychologists or Marketing Wizards?	
Indian Consumer Market: India Emerges, Indian Consumers Surge	

List of Case Studies Published in 2010

Subject	Case Title
Marketing	Reality Shows in India and Colors Channel’s National Bingo Night: Abhishek Bachchan’s Aaraam Classes
	Tesco’s Online Sales Strategy
	Apple iPhone in India: Emotionally Connected Vs Product-Price Performance Disconnected?
	Apple’s iPhone in India: Entry Strategies
	CSCEC, The Third Largest Chinese Construction Company’s Entry into India: Will it sustain in the long run?
	Indian Conglomerate ITC: Foray into Personal Care Business
	Indian DTH Market: Can Reliance Big TV Ride on the Growth Wave?
	IVRCL, An Indian Construction Behemoth’s Forays in to Real Estate Targeting The Niche Brown Collars- Will The Formula Work?”
	Japan’s Docomo’s Entry into Indian Telecom Market: Can it Tap the Growth in India?
	Sanpaolo: Establishing its Footprint in Serbia
	Standard Chartered: Invading into Mainland China
	Telenor’s Entry into Indian Mobile Market: Too Late and Expensive?
	Tesco in China: Opportunities and Challenges
	Tesco in Japan – Experimenting with Retail Formats
	Tesco’s Big Plans To Enter Indian Retail
	Virgin Mobile’s Entry Strategies in India
	Vogue in India: The Market Entry Strategy
	Nokia’s Rural Marketing Strategies in India: Reaching Out to the Bottom of Pyramid
	CBS: Re-entry Strategies in the Music Industry
	Coca-Cola: Would its ‘Three-Cola’ Strategy Work?
	Dilip Chhabria’s Focus on a Niche Market - Can it Sustain?
	Embraer: Flying High Through Segmentation
	Financial Services: Going Women Way
	ITC’s Packaged Food Business: Towards Market Leadership
	KFC: ‘Serving with a Difference’
Microsoft’s ‘Mojave’ Experiment: Image Makeover of Vista with Stealth Marketing?	
Ringing Youngsters: Virgin’s Distinctive Market Segmentation in India	

Subject	Case Title
Marketing	Subway in the US: Challenges of Extending Product Mix
	Airtel Vs. Reliance: Indian Telecom Giants Price War
	Amul Ice Cream: Marketing Strategy
	Commercialisation of the Game of Cricket: Is it a Win-win Situation?
	Eyeing the Rural Insurance Market: Will China Life hit the Bull's Eye?
	Apple's App Store: Strengthening the iPhone's Competitive Position
	Indian Premier League's Operating Model - Marketing Cricket to the World
	i-Mint - An Innovative Coalition Loyalty and Consumer Rewards Program in India
	Burger King's 'Whopper Freakout' Marketing Campaign
	Selling Insurance Products in India: The Commission versus Fee Debate
	Canadian Club: Repositioning a Dormant Brand
	Tourism Kamloops
	Amazon.com: Customer Service Champion
	Volkswagen's Marketing Strategy in India
	Droid: Challenger to the iPhone?
	Unilever's Packaging Practices - Innovations and Insights
	Burger King's 'Whopper Virgins' Viral Marketing Campaign
	Brand Naming: Kraft Foods' 'iSnack 2.0' Controversy in Australia
	Customer Service at L.L.Bean
	Social Marketing: Times of India's 'Teach India' Campaign
	Design Thinking and Innovation at IDEO
	Developing a Personal Selling Strategy
	Acquire and Ascend: e-Bookers Way
	Apple iPhone Price Cut: Is it a Right Strategy?
	ASDA: Betting on Low Prices?
	Automobiles: Made in China, Sold in USA?
	Avon: Direct Selling in China
	Branding: The Asian Dilemma
C&C's Bulmers and Magners Brand: The Irish Drinks Company's Brand Repositioning Strategies	
Coke's Promotional Themes: Tailored for Times	

List of Case Studies Published in 2010

Subject	Case Title
Marketing	Competition in China's Luxury Car Market
	De Beers' Corporate Transformation: The Competitive Pressures
	De Beers: The Right Hand Ring Campaign
	Dell's Business Model: Is it Time to Reinvent?
	Dubai Duty Free: Promotion and Expansion
	Emergence of China in the Global E-Commerce Market (B): Alibaba.com's Surge
	Ford's 'Drive One' Campaign: Can Allen Mullaly Drive Through the Trough
	Global Vision 2010': Toyota's Strategic Initiatives
	Harry Potter: Global Marketing Strategies
	Honda in China: Government Regulations and Firm's Strategy
	Mahindra & Mahindra (B): An Emerging Global Giant?
	Mobile Phones: The Advent of a New Advertising Medium
	Nokia - Global Market Share 40%; US Market Share 10%: Competitive strategies
	Private Labels in Europe: Potential Threats for Brands?
	Samsung Electronics in 2005
	Telstra, The Australian Telecommunications Company: CEO Sol Trujillo's 'Transformational' Strategic Plan
	The Dilemma of Discounts: GM's Bid for Market Share
	The Price War: Netflix vs Blockbuster
	The U.S Steel Industry and the Tariff Policy of Bush
	US Bottled Water Industry Faces a New Frontier-Special Interest Group
	Virgin Atlantic's Business-Class-only Airline: Emerging Threat to Niche Air Carriers?
	Tata Tea's Jaago Re! Campaign: The Social-Cause Marketing Initiatives and Long-term Branding Initiatives
	P&G's Tremor: Reinventing Marketing by Word of Mouth
	Samsung vs LG: Similar Goals, Dissimilar Strategies
	Pringles- Combating the Launch of Lays Stax
	Hindustan Unilever Limited's Rexona: Repositioning 'Rexona' Deodorant
Netflix Prize 2009: Neuromarketing Research for Online Shoppers?	
Facebook : An Online Marketing Tool?	

Subject	Case Title
Marketing	Differentiating Services: Yatra.com's 'Click and Mortar' Model
	Rendezvous with RITZ: Dilemma of Buying the Right Car
	Rebranding Ericsson in India
	Procter & Gamble's Mr Clean Advertising Icon
	Vodafone Launches Ultra Low Cost Mobile Handsets for Emerging Markets
	A New Bank Manager's Dilemma
	Not Just Banking: Making a Positive Difference in the Customer's Life
	Fido Dido: An Advertising Icon
	AXON Instrumentation Company: The Branch Launch
Human Resource Management	Sears, Roebuck & Company: Operating Performance Turnaround with HR Scorecard
	Midlife Career: Career Stages and Managing Confusions
	Collective Bargaining at NBA: Who Scores the Basket?
	Chanda Kochhar as the CEO of ICICI Bank: Can She Manage the Mandate?
	Indian Women in Banking Industry Breaking Glass Ceilings
	Competency Mapping at 'The Kolkata Glory'
	Performance Management System @TCS
	Employee Engagement: Employer and Employee's Delight
	Age Diversity at Ashok Leyland Ltd.: Narrowing the Generation Gap
	What Employees Want? - Job Design in Action
	Orient Marketing Pvt. Ltd: A Case Study in Business Communication
	SAS Inc.: Working the Good Life
	Performance Management and Reward Systems at Scottrade Inc.
	E-Recruitment: Challenges and the Future Ahead
	Foreign Investment in Chinese Banking Sector: HR Challenges
	HR in Indian Retailing: New Mantra for Success?
	Quicken Loans - A US Company: 'Best Place to Work For'
	Rolls Royce Retrenchment Strategy: Beneficial or Detrimental?
	Tackling Workplace Obesity: An Ethical Dilemma for the US Employers
	Tata Consultancy Services: Building Talent Pool
Wal-Mart's Tryst with China's Trade Union: Partner or Problem?	
Work Life Balance Initiatives at Infosys: Stress Buster for Employees?	

List of Case Studies Published in 2010

Subject	Case Title
Human Resource Management	Microsoft Corporation – Best Practices in Human Resource Management
	Recruitment and Training at JetBlue Airways
	Employee Motivation and Retention Strategies at Microsoft Corporation
	Sony Corporation - Future Tense?
	Employer Branding Initiatives of the US Army
	Cisco’s Organizational Structure and its Collaborative Approach to Decision Making
	Apple Computer Inc. After Steve Jobs: The Succession Dilemma
	Exit of Bill Gates: Future of Microsoft
	Intel After Barrett: Challenges for its First Outside Successor
	Leadership Change at Unilever: Can Paul Polman Build on the Achievements of Patrick Cescau?
	Expatriate Management at AstraZeneca
	Honda Motorcycle and Scooter India Ltd.: Labor Unrest in 2009
	Leadership & Entrepreneurship
BurgerMan’s Low-Cost Franchisee Model: Kiosks Lead the Way	
India’s Apollo Tyres (A): The Family-run Firm’s Global Fortunes	
Leadership Training and Development at P&G	
Elephant Pumps: Pump Aid’s Business Solution to a Social Problem	
Goodwill Hunting: Hunting For Change, Haunting for Hunting	
The Blind Side: Transformation of an Abandoned to Acclaimed	
Troy: Trojan War and Leadership Styles	
The ‘Fred Factor’: The Saga of a Turnaround Specialist	
Fabio Rosa - Bridging the Electricity Divide in Brazil	
KickStart: A Business Model to Tackle Poverty	
WaterHealth International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers	
Steve Ells: Promoting ‘Food with Integrity’	
Coach Carter: The Change Agent	
Clash of Political Leadership Styles: Barack Obama vs Hillary Clinton	
Effective Wisdom and Leadership Development: A Case of BBC	
Grooming Future Leaders: The Infosys Way	

Subject	Case Title
Leadership & Entrepreneurship	Howard Stringer's Strategies: Can they Prevent Sony from Turning into a Corporate Dinosaur?
	Leadership Re-organisation: Wipro's Co-CEO Model
	Leadership Transition at SAP: Testing Time for Leo Apotheker
	Reinventing Hewlett Packard with Mark Hurd
	Reinvigorating Motorola: The New Co-CEO's Daunting Task
	Sears – Can Edward Lampert Save it?
	Wendy's: Can New Owner Triarc Give it a Successful Makeover?
	International Development Enterprise India's (IDEI) Affordable Irrigation Technology: Making a Big Social Impact?
Economics	Legal Process Outsourcing: India's Low Cost Advantage
	Indian Automobile Industry: Is it Going to be the 'Global Small Car Hub'?
	2008 Financial Crisis: Need for Basel Committee to Evolve as a Global Regulatory Authority
	Bear Stearns Collapse: Lessons from the Sub-Prime Crisis
	Economic Crisis 2008: Showing Deflationary Blues?
	Exotic Financial Derivatives: The Root Cause of US Financial Disaster
	Impact of Global Economic Downturn on Airport Retailing
	Indonesia: Heading for Another Crisis?
	Is Leadership Responsible for 2008 Financial Services Meltdown?
	Meltdown in Iceland: Biggest Casualty of the 2008 Global Financial Crisis
	Resurgence of Russian Economy: Can it Sustain?
	Sub-Prime Crisis: Will Chinese Dragon be Impinged Similar to US Economy?
	U.S. Economy: Is Recession a Panacea?
	US Financial Crisis: Impact on Emerging Markets
	US Hedge Funds: Destabilising the Global Economy?
	Power Sector Reform in China: Progress and Constraints
	Direct Inflation Targeting: The Case of New Zealand
	Direct Inflation Targeting: The Swedish Experience
	FII In India: Is it Making the Economy Vulnerable?
	High Savings Growth: Where it Will Lead the Chinese Economy?
Indian Growth Paradox	

List of Case Studies Published in 2010

Subject	Case Title
Economics	Non Performing Loans in Chinese Banking Sector: Unsolved and Unsustainable
	Postal Savings Bank: Can It Boost Up the Rural Economy of China
	Single Global Currency: Is it Feasible?
	United States Trade Deficit: A Boon or A Bane?
	Vietnam's Doi-Moi Strategy: Can it Sustain the Economic Turnaround?
	Walloping US-China Trade Deficit: Is Appreciation of Yuan the Only Solution to it?
	BAA, UK Airport Operator's Break-up: End of a Monopolistic Reign?
	Economic Superpower: The Race between China and India
	Farm Loan Waiver: Remedy or Malady?
	Galloping Oil Prices: Supply-Demand Dynamics
	Business Confidence? Very High; Consumer Spending? Very Low: How to get the German Consumer to Spend More?
	Demand for and Supply of Money: A Case of India
	Trade Deficits, Current Account Deficits and Exchange Rates in US: The Policy Implications
	Competition Laws in China and India: Dragon's Divergence and Elephants Convergence
	Hungary's Monetary Policy: The Conflicting Objectives
	Operations & Project Management
Supply Chain Management at Airbus - Implementing RFID Technology	
Sakhalin-1 Project: Delivering Excellence in Project Execution	
Supply Chain Restructuring at Sainsbury' Supermarkets Limited	
Toyota Motor Company: Losing its Quality Edge?	
Bamboo House India: Effective Project Management	
Founders of Bamboo House India: Building Green Futures	
Just-in-Time Global Economy: A Case of Apple	
Tata Nano Project in Singur: Plight of the Displaced	

Subject	Case Title
Economics	Guangzhou Honda: Promoting Glocalisation in China
	Tata Indica: Stretching & Leveraging Resources
	Logistics in India – A Case of Missed Opportunity?
	The Burj Dubai Project: A Symbol of Economic Strength or a Monument to Hubris?
	Bamboo House India: Reducing Uncertainty in Project Completion Using PERT
	Innovation @ MAS Holdings: Becoming a Preferred Sourcing Partner for Global Fashion Brands
Finance	Embedded Value Movement: The Key Assumptions
	Financial Reporting in the Emerging Capital Markets of India and Pakistan: The Need for Harmonization
	India's Largest Ever Public Issue by Indian Real Estate Giant DLF: Smudged by Valuation
	International Financial Regulatory Standards: India's Need for Convergence
	Mexican Cement MNC, CEMEX: Reducing Cost of Capital Through Globalising Operations?
	Southwest Airlines: Profitability through Fuel Hedging?
	The Valuation of Business Division: The Case of L&T Concrete
	Valuation of CPIC's IPO: Enterprise Value Vs Embedded Value
	China State Grid's IPO: Will It Aggrandize or Attenuate The Power Sector Reforms?
	UBS and the Subprime Mortgage Crisis
	Tata Motors: Speed Breakers Galore
	The Collapse of Amaranth Advisors
	The Fall of IndyMac Bancorp Inc.
	Indian Retail Banking: Attracting More MNC Banks
Gold as a Long Term Investment: Fading Glitter?	
Innovation	Alcohol Fuel: The Threshold to a Sustainable Future?
	Alternative Fuels: A Boon to the Aviation Industry?
	Amazon.com - Creating a Competitive Advantage Through iPhone Application?
	Amazon's Kindle: Will it Spark e-book Reader's Fire?
	Apple and Google: Closed vs Collaborative Innovation
	Blackberry's New Models: A 'Smart' Move to Sustain Market Position?

List of Case Studies Published in 2010

Subject	Case Title
Innovation	Breaking the Hollywood Convention
	Converged Mobile Devices-Will it Displace the Laptop?
	Design Thinking’: An Innovative Problem-solving Approach at P&G
	Deutsche Bank: Going Retail in China
	Disruption with Nano: Tata’s Prospects
	GE Betting Big on Digital Cameras and Printers:Will it Leverage the Brand?
	Glivec: The Innovation that Failed
	Google’s Ad Planner: An Effective Tool for Media Planners?
	Google’s Android: A Threat to Mobile Giants?
	Innovative Tata Inc.: India’s Pride!
	KFC’s New Grilled Option: Contemporising Its Legacy
	KFC’s Non-Trans-Fat Menu: Offering a Healthier Alternative?
	Kodak’s foray into Printer Business: Using Disruptive Technology
	Low Cost Car: Can ‘Nano’ Gain the First Mover Advantage?
	Marico’s Kaya Skin Clinics: Product Service Balancing Act
	MySQL In Sun’s Orbit
	Nokia ‘Comes With Music’ Service: The Future Trend in Digital Music Landscape?
	OOH Advertising in India: Sustaining Growth Through Innovation
	Pixar - A Creative Powerhouse!
	Renault-Nissan’s New Electric Car - Can it Keep its Claims?
	Retail Merchandiser Fabindia: Crafting Community Ownership for Inclusive Growth?
	Samsung: Betting on Memory Chip
	Sustainability Initiative at Roche: Targeting Tomorrows
	TATA NANO: Creating a new marvel in Automotive Engineering?
	Vizio, US’ Low-Price Flat Screen TV Maker: Can It Sustain the Growth Momentum?
	VOIP, SKYPE and the Disruptive Telecom Revolution
	Web Browser Chrome - Google’s Challenge to Microsoft?
	XPS PC: New Growth Driver for Dell

Subject	Case Title
Miscellaneous	Hong Kong - Macau - Taipei Bank Inc.
	Snow 'n' Fun Resort
	Trends in the Production of Cotton Crops in India
	Kamal Automobile Repair Shop Resource Allocation
	Open Source Innovation at Mozilla Corporation
	Making a Lending Decision
	A Loan Sanction Dilemma
	The Case of the Missing Mortgagor
	Missing Forecasts: What Went Wrong?
	Build Operate and Transfer (BOT): Is this Public Private Partnership (PPP) Best Suited for Delivering Public Goods?
	Building India: The role of PPPs in Indian Railways
	New Airports in India: For Public Benefit or Private Profit?
	Corporatisation of Indian Film Financing in India: Best Practices from Hollywood
	Medical Tourism: Rise of Asia as Global Healthcare Destination
	John Q: In Quest of Healthy Healthcare System
	BP's Deepwater Disaster (A): Oil Industry's Value Chain Risk
	BP's Deepwater Disaster (B): Gulf of Mexico's Spill Over
	Chinese Steel Industry: Opportunities and Challenges
	Delta Air Lines (A): Changing Dynamics of US Airline Industry
	Indian Tourism: Can Homestays Spur Growth?
	Organic Food Market in India: Potential and Challenges
	Private Life Insurance Companies in India: Prospects and Challenges
	Radio in India: Tunes of Change
	Real Estate in India: Is The Boom Sustainable?
Tata Nano - Set to Change the Industry Dynamics?	
Vietnam Tourism Industry: Prospects and Challenges	