List of Case Studies Published in 2012

Subject	Case Title
Economics	Reining in Inflation in India: Options for a Developing Economy
	Occupy Wall Street – An Anti-Capitalist Movement?
Business Ethics and Corporate Governance	SABMiller's Nile Breweries: Creating Value with the Base of the Pyramid in Uganda
	Sustainable Development at PepsiCo
	Competition Commission's Penalty on DLF and Likely Effects on Indian Real Estate Industry
Business Strategy	Nokia-Microsoft Alliance: Joining Forces in the Smartphone Wars
	Google's Acquisition of Motorola: Software, Hardware, Everywhere
	Alibaba in 2011: Competing in China & Beyond
	Hidesign: Building India's First Global Fashion Brand
	Microsoft's Strategic Alliance with Nokia
	Tesco in Turkey
	McDonald's Success Story in Brazil
	The Hero Honda Break-Up
	General Motors' New Strategy in India
	Changing Face of State Bank of India: Strategic Priorities in Maintaining Market Leadership
	After the Breakup: The Troubled Alliance between Volkswagen and Suzuki
	Harley-Davidson's Focus Strategy
	Best Buy's Midadventure in the Middle Kingdom
	General Motors in China: Coping with the Changes in the Automobile Industry
	Dr Reddy's Laboratories: Growing Pains
Finance	WorldCom and Satyam: Accounting Scams in the US and India
	Glencore and Xstrata Merger: Game Changer?
	Acquisition of Cadbury by Kraft: How Sweet is this Deal?
	Mahindra Satyam Merger with Tech Mahindra: Arriving at the Share Exchange Ratio
	Apple Inc: Setting New Inventory Management Standards
Business Environment	GMR Airport Business: Facing Challenging Times
	Victory for Democracy, Triumph of People Power: Anna Hazare's Non-Violent Anti-Corruption Movement

List of Case Studies Published in 2012

Subject	Case Title
Human Resource Management and Organizational Behavior	Leadership Development at IBM
	Developing a Leadership Pipeline at Infosys
	Greenpeace, Nestlé and the Palm Oil Controversy: Social Media Driving Change? (Abridged)
IT and Systems	Google, Inc.: Searching for New Avenues for Growth
	Digital Strategy of Procter & Gamble: Becoming More Agile and Efficient
Leadership and Entrepreneurship	Jeffrey Immelt: Making GE Sustainable
	Irene Rosenfeld: Setting New Directions for Kraft Foods
	Apple, Inc.: Steve Jobs's Strategic Leadership
Marketing	Ford Motor Company in India: Marketing the Figo
	Ford Motor Company in India
	Channel Strategies: Dell and Eureka Forbes
	Aman ki Asha: A Concept Marketing Initiative to Promote Peace between India and Pakistan
	BlackBerry in India: Losing its Premium Image?
	Influencing Consumer Purchase Decisions: Campbell Soup's Tryst with Neuromarketing
	Harley-Davidson: A Cult Brand Hit by Demographic Challenges
	BMW's Marketing Strategy in India
	Harley-Davidson: Customer-led Marketing to Revive a Cult Brand
	Publix Super Market, Inc.: A Customer Service Leader
	Cadbury Dairy Milk's Advertising Campaigns in India
	McDonald's 'McSpicy' Marketing Campaign in India
	Google Plus: A Threat to Facebook?
Operations Management	Mobile Technology in Sales Force Automation: A Case of Adidas America
	Cost of Quality – The Case of Suzlon's Blade Recall
Project Management	ISRO: Managing Programs and Projects
	Making of Aakash: The World's Cheapest Tablet
	UIDAI's Aadhaar Project: Challenges Ahead