

A Short Introduction to Strategic Management

Case Studies

Chapter 1. Introduction

- Honda (A), Harvard Business School, 9-384-049
- Apple (A), Ivey, 9B12M027

Chapter 2. Strategy formulation

- Ryanair – The Low Fares Airline: Whither Now? ECCH 311-020-1
- Starbuck: A Story of Growth, Kellogg, KEL665
- Robert Mondavi and the Wine Industry, Harvard Business School, 9-302-102
- How IKEA's Strategy was Formed, INSEAD, 311-218-1
- Novozymes A/S, IMD, IMD-3-2158

Chapter 3. Strategy execution

- Nucor at Crossroads, Harvard Business School, 9-793-039
- Southwest Airlines 2008, Thunderbird, A07-08-0008
- Nespresso, Who Else?, ESSEC, ESSEC G 129 1
- How Apple's Corporate Strategy Drove High Growth, INSEAD, 312-183-1
- Turmoil and Revolution in the Music Industry, IMD, IMD-3-2343

Chapter 4. Integrative strategy making

- Intel Corporation (A), STANFORD, S-BP-256
- Be Sharp! Sharp's Innovation in the LCD Industry, IMD, IMD-3-1554
- Cisco's Strategy in Recessionary Times, ICRM, 310-078-1
- Samsung's Electronics: Innovation and Design Strategy, ACRC, 309-129-1
- Kyocera Corporation: The Amoeba Management System, Harvard Business School, 9-195-064

Chapter 5. Corporate multinational strategy

- Dell Inc., DARDEN, UVA-S-0185
- Panasonic Europe (A), IMD, IMD-3-1557
- ECCO A/S – Global Value Chain Management, Ivey, 9B08M014
- Carlsberg in Emerging Markets, Ivey, 9B11M009
- Hennes & Mauritz (H&M): The Growth Strategies, IBSCDC, 304-613-1

Chapter 6. Strategic leadership

- Tetra Pak: Freedom with Accountability, IMD, IMD-2-0093
- Colgate-Palmolive: Leadership Style of Reuben Mark, IBS, 408-056-1
- Lehman Brothers (A), Copenhagen Business School, ECCH- 310-265-1