

Guide to case study and country features

These grids are designed to provide a handy reference point showing the key themes addressed in the case studies. Case studies (CS) and strategic crossroads (SX) features have been grouped together in the first grid, with subject coverage reflecting strategy, business functions and CSR. Country focus (CF) features are presented in the second grid, with subject coverage highlighting environmental dimensions and development issues.

Case Studies and Strategic Crossroads

Chapter	Case study (CS) and strategic crossroads (SX) boxes	International strategy	Culture	Supply chains	Organization and governance	Marketing	HRM	Innovation	CSR	Finance	Page number
1 Introduction	SX1.1 McDonald's	●			●					●	11
	SX1.2 Ericsson	●		●	●						15
	CS1.1 PepsiCo	●	●			●					20
	CS1.2 Volkswagen	●	●	●	●		●		●		35
2 Globalization	SX2.1 Puma	●	●			●					45
	SX2.2 Dyson	●		●				●			56
	CS2.1 Nokia	●	●		●			●			50
	CS2.2 IBM/Lenovo	●	●		●			●			73
3 Economic environment	SX3.1 Samsung		●		●					●	84
	SX3.2 Aviation Valley	●			●			●			104
	CS 3.1 Heineken	●	●	●	●			●			99
	CS 3.2 Wal-Mart	●	●	●	●		●		●		113
4 Cultural environment	SX4.1 Chugai-Roche	●	●		●			●			138
	SX4.2 Arab media	●	●			●					150
	CS4.1 Citigroup S. Korea	●	●				●				140
	CS4.2 DIY goes global	●	●		●	●					152
5 Political and legal environment	SX5.1 ABC Learning	●	●							●	179
	SX5.2 YouTube	●	●			●		●		●	182
	CS5.1 Online gambling	●	●			●			●		172
	CS5.2 Royal Dutch Shell	●		●	●				●	●	190
6 International trade and regional integration	SX6.1 China/Africa trade	●	●						●		204
	SX6.2 Kenya's EPZs	●			●					●	224
	CS6.1 Boeing/Airbus	●		●	●			●		●	216
	CS6.2 Textile industry	●		●					●		233
7 Organizations and strategy	SX7.1 Weg Electric	●		●				●			250
	SX7.2 ABB	●			●						256
	CS7.1 Unilever	●			●	●		●			259
	CS7.2 Nissan	●	●		●	●				●	272

Chapter	Case study (CS) and strategic crossroads (SX) boxes	International strategy	Culture	Supply chains	Organization and governance	Marketing	HRM	Innovation	CSR	Finance	Page number
8 Marketing	SX8.1 Hispanic media	●	●			●					290
	SX8.2 Children's advertising		●			●			●		308
	CS8.1 P&G	●	●		●	●		●			300
	CS8.2 McDonald's	●	●	●		●					312
9 HRM	SX9.1 GECAD	●					●	●			338
	SX9.2 Austrian banks	●	●				●			●	349
	CS9.1 L'Oréal	●				●	●	●	●		335
	CS9.2 Indian outsourcing	●	●				●	●			352
10 Supply chains	SX10.1 Bosch	●		●				●			369
	SX10.2 Maersk	●		●	●						386
	CS10.1 Toyota	●		●		●	●	●			378
	CS10.2 Dell	●		●	●	●					390
11 Finance & accounting	SX11.1 APP Indonesia	●			●				●	●	403
	SX11.2 Chinese accounting		●							●	428
	CS11.1 Mittal Steel	●		●	●					●	417
	CS11.2 Cadbury Schweppes	●		●	●	●				●	431
12 Innovation	SX12.1 Martek Marine	●						●			439
	SX12.2 Amadeus	●	●			●		●			449
	CS12.1 Kodak	●			●	●		●			462
	CS12.2 Pharmaceuticals	●		●		●		●	●		468
13 Ecology	SX13.1 Whole Foods Market	●	●			●			●		502
	SX13.2 Huhtamaki	●				●			●		507
	CS13.1 BP	●			●		●		●		495
	CS13.2 Green cars	●				●			●		511
14 CSR	SX14.1 Accenture	●							●	●	528
	SX14.2 Anglo American	●			●				●		544
	CS14.1 GrupoNueva	●	●		●			●	●		530
	CS14.2 Nike	●		●					●		548
15 Global governance	SX15.1 Product Red	●				●			●		556
	SX15.2 Chinese internet		●						●		586
	CS15.1 Gazprom	●		●	●				●	●	578
	CS15.2 Microsoft	●				●		●	●	●	590

Country Focus

Chapter	Country focus	Region	Economic environment	Social and cultural	Trade and competitiveness	Political and legal	Development issues	Page number
1 Introduction	CF1.1 Japan	E. Asia	●	●	●			23
	CF1.2 Venezuela	S. America	●			●	●	29
2 Globalization	CF2.1 USA	N. America	●	●	●			47
	CF2.2 India	S. Asia	●	●	●	●	●	61
3 Economic environment	CF3.1 UK	N. Europe	●			●		92
	CF3.2 Romania	C. Europe	●	●			●	108
4 Cultural environment	CF4.1 Turkey	S. Europe/Asia	●	●	●		●	125
	CF4.2 Mexico	N. America	●	●			●	146
5 Political & legal environment	CF5.1 Russia	E. Europe/Asia	●			●		163
	CF5.2 France	Europe	●			●		175
6 International trade and regional integration	CF6.1 Germany	Europe	●		●			200
	CF6.2 Brazil	S. America	●		●		●	221

Chapter	Country focus	Region	Economic environment	Social and cultural	Trade and competitiveness	Political and legal	Development issues	Page number
7 Organizations and strategy	CF7.1 Poland	C. Europe	●		●		●	245
	CF7.2 South Korea	E. Asia	●	●		●		265
8 Marketing	CF8.1 China	Asia	●	●			●	286
	CF8.2 South Africa	S. Africa	●		●		●	293
9 HRM	CF9.1 Vietnam	Asia	●	●	●		●	327
	CF9.2 Sweden	N. Europe	●	●		●		341
10 Supply chains	CF10.1 Spain	S. Europe	●	●	●			362
	CF10.2 Slovakia	C. Europe	●		●		●	373
11 Finance & accounting	CF11.1 Hong Kong	E. Asia	●	●	●	●		409
	CF11.2 Dubai	Middle East	●	●			●	421
12 Innovation	CF12.1 Singapore	Asia	●	●	●			445
	CF12.2 Switzerland	Europe	●		●	●		455
13 Ecology	CF13.1 Egypt	N. Africa	●	●			●	480
	CF13.2 Australia	Australasia	●		●			490
14 CSR	CF14.1 Nigeria	C. Africa	●	●			●	518
	CF14.2 Myanmar (Burma)	Asia	●	●		●	●	524
15 Global governance	CF15.1 Kazakhstan	W. Asia	●			●	●	559
	CF15.2 Burkina Faso	W. Africa	●	●	●	●	●	568