

# CASE MATRIX

Case title	OShort	Long	Primary sector	Manufacturing	Air/sea transport	Motor vehicles	Communication/Information	Entertainment	Health and education	Retailing	Finance and insurance	Chapters	Region
Three different reform scenarios in China	○	*	*									O14	Asia
Asea Brown Boveri (ABB)	○		*						*			O12	Europe
Africa – AIDS and civil wars	●		*									●14	Africa
Airbus	●		*									●4	Europe
Aldi	○									*		O9	Europe
Amazon.com	○						*			*		O5/●Part V	N.America
Andersen	○										*	O18	N.America
Argentina	○										*	O5	S.America
Australian wine industry	●		*									●13	Australasia
Benetton	○		*							*		O13	Europe
BHP	●		*									●11	Australasia
BMW	○		*			*						O10	Europe
Boeing	●		*									●4	N.America
Brian Epstein	○						*					O2	Europe
Business crisis and the case of Indonesia	○									*		O6	Asia
Business models in broking	○									*		O7	Global
Caterpillar	○		*									O9	N.America
Charles Schwab	○									*		O7	N.America
Club Med	○						*					O9	Europe
Communication/information/entertainment	○						*	*				O11	Global
Compaq	○		*				*					O11/●Part V	N.America
Cosmetic contact lenses	○		*							*		O8	Global
De Beers	●									*		●10	Africa
Dell	○		*				*					O8	N.America
Deutsche Bank	○										*	O6/●Part V	Europe
Disney	○						*					O14,15/●Part V	Global
Ducati	○				*							O10	Europe
Enron	○						*					O14/18	N.America
Euro Disney	○						*					O14,15/●Part V	Europe
European banking	○									*		O6	Europe
Forecasting the price of oil	●		*									●Part V	Middle East
Formula One	○						*					O10	Global
GE	●		*								*	●16	N.America
General Motors	○		*		*							O18	N.America
Gucci	●											●12	Europe
Haier	○		*							*		O7,9/●Part V	Asia
Harley-Davidson	○				*							O10	N.America
Hermes	○									*		O10	Asia
Hybrid electric vehicle (HEV)	●				*							●5	Global

Hewlett-Packard	●																		O11/●Part V	N.America
Honda	○			*															O16	Asia
Hutchison	●		*																●8	Asia
IKEA	●																*		O16/●2	Europe
Imclone	●										*								●18	N.America
Infosys	●																		●9	Asia
Japanese-English conversation manual	○																		O2	Asia
Komatsu	○			*															O9	Asia
Kleiner Perkins Caulfield & Byers	○																		O7	N.America
Lessons from the online broking experience	○																		O17	Global
Lloyd's	○																		O14/●Part V	Europe
Luxury cars	○		*																O10	Europe
Manchester United	●													*					●7	Europe
McDonald's	○																		O1	N.America
Merlin Biosciences	○										*								O7	Europe
Microsoft	○		*																O12/●6	N.America
Mt Buller	○																		O8/●Part V	Australasia
Nestlé	○		*																O15	Europe
News Corp	○																		O15	Australasia
Nintendo	●		*																●6	Asia
Nissan	○			*															O13/●Part V	Asia
Nokia	●		*																●16	Europe
Qantas	●		*																●3	Australasia
Reliance	○		*																O12	Asia
Renault	○							*											O13/●Part V	Europe
Responses to the Asian economic crisis	○		*																O14	Asia
SAB Miller	●		*																●17	S.Africa
Samsung	○		*																O8/●Part V	Asia
Semco	○		*																O12	S.America
SingTel	○																		O15/●Part V	Asia
Sony	○		*																O2/●6, 18	Asia
Southwest Airline	○																		O9	America
Starbucks	○																		O6,17/●Part V	N.America
Swissair	●		*																●3	Europe
The Celtic Tiger	○		*																O5	Europe
The port of Tanjung Pelepan	○																		O5	Asia
The virtual university and the MBA	○																		O8	N.America/Europe
Toyota	○		*																O15/●17	Asia
Virgin	○		*																O10/●Part V	Europe
Virgin Atlantic/Virgin Blue	●		*																●Part V	Europe/Australasia
Vivendi	○																		O8/●Part V	Europe
Volkswagen	●		*																●15	Europe/Asia
Wal-Mart	○																		O9,15/●Part V	N.America