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Chapter 12

Appendix B: Suggested Cases

This appendix lists suggested cases for each chapter of this book. All can be ordered through Harvard Business School Publishing.

Chapter 1 "Competing in a Global World"


Chapter 2 "The Globalization of Companies and Industries"

• Alafaro, L. (2002). Brazil: Embracing globalization?

Chapter 3 "Generic Strategies for Global Value Creation"

Chapter 4 "Global Strategy as Business Model Change"


Chapter 5 "Target Markets and Modes of Entry"


Chapter 6 "Globalizing the Value Proposition"

Chapter 7 "Global Branding"


Chapter 8 "Globalizing the Value Chain Infrastructure"


Chapter 9 "Global Supply-Chain Management"

Chapter 10 "Globalizing the Management Model"