

TITLE OF CASE STUDY
INTERNATIONAL MARKETING MANAGEMENT EMJ 423
CLASS 13MJA/13MJB

Group	Recommended cases, videos, and readings	Text Chapters from Cateora Graham
1	McDonald and Obesity	Chapter 1: The Scope and Challenge of International Marketing
2	Swifter; Higher; Stronger; Dearer	Chapter 1: The Scope and Challenge of International Marketing
3	Ultrasound Machines, India, China, and a Skewed Sex Ratio	Chapter 2: The Dynamic Environment of International Trade
4	Marketing to the Bottom of the Pyramid	Chapter 2: The Dynamic Environment of International Trade
5	Tambrands—Overcoming Cultural Resistance	Chapter 5: Culture, Management Style, and Business System
6	A Sea Launch Recovery?	Chapter 5: Culture, Management Style, and Business System
7	Iberia Airlines Builds a BATNA	Chapter 6: The Political Environment: A Critical Concern
8	Sales Negotiations Abroad for MRI System	Chapter 6: The Political Environment: A Critical Concern
9	National Office Machines- Motivating Japanese Salespeople: Straight Salary or Commission?	Chapter 6: The Political Environment: A Critical Concern
10	AIDS, Condoms, and Carnival	Chapter 6: The Political Environment: A Critical Concern
11	International Marketing Research at the Mayo Clinic	Chapter 8: Developing a Global Vision through Marketing Research
12	Making Socially Responsible and Ethical Marketing Decision: Selling Tobacco to Third World Countries	Chapter 8: Developing a Global Vision through Marketing Research