

TITLE OF CASE STUDY
INTERNATIONAL MARKETING MANAGEMENT EMJ 423
CLASS 13MJC/13MJI

Group	Recommended cases, videos, and readings	Text Chapters from Cateora Graham
1	Starbucks – Going global Fast	Chapter 1: The Scope and Challenge of International Marketing
2	Nestle: The Infant Formula Controversy	Chapter 2: The Dynamic Environment of International Trade
3	Coke and Pepsi Learn to Compete in India	Chapter 5: Culture, Management Style, and Business System
4	Marketing Microwave Ovens to a New Market Segment	Chapter 5: Culture, Management Style, and Business System
5	The Not-So-Wonderful World of EuroDisney-Things Are Better Now at Paris Disneyland	Chapter 5: Culture, Management Style, and Business System
6	Cultural Norms, Fair & Lovely, and Advertising	Chapter 5: Culture, Management Style, and Business System
7	Starnes-Brenner Machine Tool Company: To Bribe or Not to Bribe?	Chapter 6: The Political Environment: A Critical Concern
8	Ethics and Airbus	Chapter 6: The Political Environment: A Critical Concern
9	Coping with Corruption in Trading with China	Chapter 6: The Political Environment: A Critical Concern
10	International Marketing Research at the Mayo Clinic	Chapter 8: Developing a Global Vision through Marketing Research