CASE 1     Robin Hood

CASE 2     Edward Marshall Boehm, Inc

CASE 3     American International Group and the Bonus Fiasco

CASE 4     Pixar

CASE 5     The Casino Industry

CASE 6     Apple Inc.: Still Taking a Bite Out of the Competition?

CASE 7     Weight Watchers International Inc

CASE 8     Jamba Juice

CASE 9     Ann Taylor: Survival in Specialty Retail

CASE 10   Heineken

CASE 11   QVC

CASE 12   World Wrestling Entertainment

CASE 13   eBay: Expanding into China

CASE 14   Microfinance: Going Global and Going Public?

CASE 15   McDonald’s

CASE 16   The Movie Exhibition Industry 2013

CASE 17   Is Dippin’ Dots Frozen Out?

CASE 18   Johnson & Johnson

CASE 19   Zynga

CASE 20   The Boston Beer Company

CASE 21   Southwest Airlines: Is LUV Soaring or Sour?

CASE 22   JetBlue Airlines: Getting Over the “Blues”?

CASE 23   Beiersdorf AG: Expanding Nivea’s Global Reach

CASE 24   Louis Vuitton

CASE 25   Nintendo’s Wii U

CASE 26   Backers Beware: Kickstarter Is Not a Store

CASE 27   Samsung Electronics

CASE 28   Procter & Gamble

CASE 29   FreshDirect: Is It Really Fresh?

CASE 30   General Motors

CASE 31   Is One Ford Really Working?

CASE 32   Campbell: Is the Soup Still Simmering?

CASE 33   United Way Worldwide

CASE 34   Keurig: Convenience, Choice, and Competitive Brands

CASE 35   Yahoo!