

**Peng GLOBAL STRATEGY 3E Case Matrix Prepared by Author (November 2012)**

Cases refer to the longer “Integrative Cases” and do not refer to the shorter “Chapter Opening Cases” and “Chapter Closing Cases.” Although Integrative Cases are relatively longer, they are still substantially shorter and more to the point than the typical Harvard and Ivey cases. The average Integrative Case has about 8 manuscript pages.

- EM = **Emerging markets** focus (not BRIC specific)
- BRA = Brazil
- RUS = Russia
- IND = India
- CHN = China
- KOR = South Korea

For strategic mgmt/global strategy courses

(Given our **emerging markets** focus, the book and the cases can be easily used for an **emerging markets** course)

	<b>Suggested case series 1</b>	<b>Suggested case series 2</b>
<b>Ch 1 Strategizing around the globe</b>	TeliaSonera: A Nordic investor in Eurasia <b>(EM)</b>	Ryanair
<b>Ch 2 Managing industry competition</b>	Wynn Macau: Gambling on the edge of China <b>(CHN)</b>	The Indian BPO industry <b>(IND)</b>
<b>Ch 3 Leveraging resources and capabilities</b>	Ryanair	Wynn Macau: Gambling on the edge of China <b>(CHN)</b>
<b>Ch 4 Emphasizing institutions, cultures, and ethics</b>	SolarWorld USA <b>(½CHN)</b>	Bank of America’s CSR and the Occupy Wall Street movement
<b>Ch 5 Growing and internationalizing the entrepreneurial firm</b>	Wikimart: Building a Russian version of Amazon <b>(RUS)</b>	SnowSports Interactive: A Global Start-up’s Challenges
<b>Ch 6 Entering foreign markets</b>	Texas Instruments in South Korea <b>(EM/KOR)</b>	Jobek do Brasil’s joint venture challenges <b>(BRA)</b>
<b>Ch 7 Making strategic alliances and networks work</b>	Jobek do Brasil’s joint venture challenges <b>(BRA)</b>	3i Group’s private equity investment in China’s Little Sheep <b>(CHN)</b>
<b>Ch 8 Managing global competitive dynamics</b>	The antitrust case on the AT&T-T-Mobile merger	Ocean Park fights Hong Kong Disneyland <b>(½CHN)</b>
<b>Ch 9 Diversifying, acquiring, and restructuring</b>	Nomura’s integration of Lehman Brothers’ assets in Asia and Europe	TeliaSonera: A Nordic investor in Eurasia <b>(EM)</b>
<b>Ch 10 Strategizing, structuring, and learning around the world</b>	Baosteel Europe <b>(CHN)</b>	Nomura’s integration of Lehman Brothers’ assets in Asia and Europe
<b>Ch 11 Governing the corporation around the world</b>	3i Group’s private equity investment in China’s Little Sheep <b>(CHN)</b>	Bank of America’s CSR and the Occupy Wall Street movement
<b>Ch 12 Strategizing with corporate social responsibility</b>	Bank of America’s CSR and the Occupy Wall Street movement	SolarWorld USA <b>(½CHN)</b>