

Peng GLOBAL STRATEGY 2E Case Matrix Prepared by Author

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 in Peng GLOBAL STRATEGY 2E has about 7.6 pages.

	Suggested case 1	Suggested case 2	Suggested case 3
Ch 1 Strategizing around the globe	AGRANA: From a local supplier to a global player	Bookoff, Amazon, and the Japanese retail bookselling industry	Have you offset your own carbon emissions?
Ch 2 Managing industry competition	Bookoff, Amazon, and the Japanese retail bookselling industry	Competition in the Chinese automobile industry	Is a diamond (cartel) forever?
Ch 3 Leveraging resources and capabilities	Pearl River Piano Group’s international strategy	Bookoff, Amazon, and the Japanese retail bookselling industry	Corporate strategy at Cardinal Health
Ch 4 Emphasizing institutions, cultures, and ethics	Mattel and the toy recalls	Not a toy problem: How Chinese toymakers respond to recalls	Unilever’s “Fair and Lovely” whitening cream
Ch 5 Growing and internationalizing the entrepreneurial firm	Sunflower Company: Adapting to changing market conditions	3i Group’s Private Equity Investment in China’s Little Sheep	Building a better rat trap for the Irula
Ch 6 Entering foreign markets	Pizza Patron eyes Mexico	Pearl River Piano Group’s international strategy	AGRANA: From a local supplier to a global player
Ch 7 Making strategic alliances and networks work	Competition in the Chinese automobile industry	Is a diamond (cartel) forever?	3i Group’s Private Equity Investment in China’s Little Sheep
Ch 8 Managing global competitive dynamics	Is a diamond (cartel) forever?	Competition in the Chinese automobile industry	Sunflower Company: Adapting to changing market conditions
Ch 9 Diversifying, acquiring, and restructuring	Corporate strategy at Cardinal Health	Sunflower Company: Adapting to changing market conditions	AGRANA: From a local supplier to a global player

Ch 10 Strategizing, structuring, and learning around the world	Corporate strategy at Cardinal Health	AGRANA: From a local supplier to a global player	Competition in the Chinese automobile industry
Ch 11 Governing the corporation around the world	3i Group's Private Equity Investment in China's Little Sheep	Mattel and the toy recalls	Corporate strategy at Cardinal Health
Ch 12 Strategizing with corporate social responsibility	Unilever's "Fair and Lovely" whitening cream	Have you offset your own carbon emissions?	Building a better rat trap for the Irula