

Πηγές για τις μελέτες περίπτωσης κάθε κεφαλαίου

CHAPTER 1: INTRODUCING STRATEGY

Electrolux:

Company Website: <http://group.electrolux.com/en/>

Company news: <http://group.electrolux.com/en/category/news/press-releases/>

History of Company: <http://group.electrolux.com/en/category/about-electrolux/history/>

Corporate Information / Business Strategy: <http://group.electrolux.com/en/strategy-502/>

Summary of markets by region, with key brands and major competitors:
<http://group.electrolux.com/en/company-overview-271/>

Organisational structure and operational policies: <http://group.electrolux.com/en/company-overview-271/>

Overview of the types of brands within the Electrolux portfolio:
<http://group.electrolux.com/en/category/about-electrolux/brands/>

Annual Reports: <http://group.electrolux.com/en/category/financial-information/annual-reports/>

CHAPTER 2: THE ENVIROMENT

European Brewing Industry:

Company Website: <http://www.brewersofeurope.org/>

Company news: http://www.brewersofeurope.org/asp/newsroom/index.asp?cat_id=12

List of European state members and of their national brewing associations:
http://www.brewersofeurope.org/asp/newsroom/index.asp?cat_id=12

History of Company: http://www.brewersofeurope.org/asp/about_us/index.asp

Information on the history of beer as a drink, different types of beer and production processes:
http://www.brewersofeurope.org/asp/about_beer/l1.asp?doc_id=118

Corporate Information / Business Strategy:
http://www.brewersofeurope.org/asp/about_us/l1.asp?doc_id=100

Areas of strategic action: beer and society, technical issues, fiscal affairs, and communications: http://www.brewersofeurope.org/asp/issues/l1.asp?doc_id=176

CHAPTER 3: STRATEGIC CAPABILITY

E-Bay:

Company Website: <http://www.ebay.com/>

Company news: <http://www.ebayinc.com/news>

Summary of the Ebay Marketplace and related companies:
<http://pages.ebay.com/aboutebay/thecompany/companyoverview.html>

Archive from 1998 onwards: <http://investor.ebay.com/annuals.cfm>

Key Financial Data: http://investor.ebayinc.com/financial_releases.cfm

Corporate Social Responsibility: <http://pages.ebay.com/securitycenter/index.html>

CHAPTER 4: STRATEGIC PURPOSE

Gap:

Company Website: <http://www.gap.com/>

Goals and purposes:
http://www2.gapinc.com/GapIncSubSites/csr/Goals/goals_and_progress.shtml

Rationale for the company's involvement in (PRODUCT) RED:
<http://www2.gapinc.com/GapIncSubSites/csr/MakeADifference/Gap.shtml>

Company's strategy:
http://www2.gapinc.com/GapIncSubSites/csr/Goals/CommunityInvestment/Com_Overview.shtml

CHAPTER 5: CULTURE AND STRATEGY

Marks and Spencer:

Company Website: <http://www.marksandspencer.com/>

Company news: <http://www.marksandspencer.com/b/42966030>

History of the company: <http://www.marksandspencer.com/b/42966030>

Corporate Information / Business Strategy: <http://www.marksandspencer.com/b/42966030>

Key Financial Data: <https://images-na.ssl-images-amazon.com/images/G/02/00/00/00/24/30/51/24305162.pdf?mnSBrand=core>

CHAPTER 6: BUSINESS-LEVEL STRATEGY

Madonna:

Company Website: <http://www.madonna.com/>

Company news: <http://www.madonna.com/news/>

Corporate Information / Business Strategy: <http://www.madonna.com/store/>

CHAPTER 7: DIRECTIONS AND CORPORATE-LEVEL STRATEGY

Virgin:

Company Website: <http://www.virgin.com/>

History of the company: <http://www.virgin.com/about-us>

Corporate Information / Business Strategy: <http://www.virgin.com/company>

Company news: <http://www.virgin.com/people-and-planet/news>

Corporate Social Responsibility: <http://www.virgin.com/world-citizen>

CHAPTER 8: INTERNATIONAL STRATEGY

Lenovo:

Company Website:

<http://www.lenovo.com/planetwide/select/selector.html?refurl=http%3A//intlpegasus2.pearsoned.com/Pegasus/Modules/ContentTool/serveContent.PCTP%3FintAssetId%3D3442863241%26CopyCourseID%3D0%26mode%3D2>

Company news: <http://www.lenovo.com/news/us/en/press.html>

History of the company: <http://www.lenovo.com/lenovo/US/en/history.html>

Corporate Information / Business Strategy:

<http://www.lenovo.com/lenovo/us/en/index.html>

Full statement of Lenovo's core values, as prepared for suppliers:

http://www.lenovo.com/global_procurement/us/en/core_values.html

Fact sheet summarizing company employees, performance, and scale of operation (designed for investors): http://www.lenovo.com/ww/lenovo/investor_factsheet.html

Annual Reports: http://www.lenovo.com/ww/lenovo/annual-interim_report.html

Key Financial Data: http://www.lenovo.com/ww/lenovo/investor_relations.html

Corporate Social Responsibility: http://www.lenovo.com/social_responsibility/us/en/

Environmental Policy:

http://www.lenovo.com/social_responsibility/us/en/environmental_policy.html

Business Ethics:

http://www.lenovo.com/global_procurement/us/en/principles_practices.html

CHAPTER 9: STRATEGY METHODS AND EVALUATION

Tesco:

Company Website: <http://www.tescocorporate.com/>

Company news: <http://www.tescopl.com/plc/media/pr/>

History of the company: http://www.tescocorporate.com/plc/about_us/tesco_story/

Key Markets: http://www.tescocorporate.com/plc/about_us/map/

Annual Reports: <http://ar2010.tescopl.com/>

Key Financial Data: <http://www.tescopl.com/plc/ir/financials/highlights/>

Corporate Social Responsibility: <http://cr2010.tescopl.com/>

CHAPTER 10: STRATEGY IN ACTION

NHS Direct:

Company Website: <http://www.nhsdirect.nhs.uk/>

Company news:

http://www.nhsdirect.nhs.uk/News/LatestNews?zonename=LatestNews_Zone

History of the company:

<http://www.nhsdirect.nhs.uk/About/History?name=HistoryOfNHSDirect>

Corporate Information / Business Strategy:

http://www.nhsdirect.nhs.uk/About?zonename>AboutUs_Zone

General statistics and background information about NHS Direct:

<http://www.nhsdirect.nhs.uk/News/FactsAndFigures?name=FactsAndFiguresAboutNHSDirect>

Downloadable service prospectus for NHS Direct, outlining in detail all services provided:
http://www.nhsdirect.nhs.uk/Commissioners?zonename=Commisioned_Zone