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- The Coca-Cola Company in Japan
- Wal-Mart Operations in Brazil
- Sony PS3 on the Run
- Nintendo: Expanding the Gaming Population through Innovation
- Subway Restaurant Entry in Japan
- Virgin America Lands in the United States
- Kirin in Search of Growth Strategy
- Louis Vuitton in Japan: The Magic Touch
- Starbucks Coffee: Expansion in Asia
- Gap Inc.
- Motorola: China Experience
- iPod in Japan: Can Apple Sustain Japan’s iPod Craze?
- NTT DoCoMo: Can i-Mode Go Global?
- The Future of Nokia
- Maybelline’s Entry into India
- Yahoo! Japan
- AOL Goes Far East
- Danone: Marketing the Glacier in the U.S.

- BMW Marketing Innovation
- Herman Miller, Inc. vs. ASAL GmbH
- Nova Incorporated
- Ceras Desérticas and Mitsuba Trading Company
- The Headaches of GlaxoWelcome
- Benetton
- Two Dogs Bites into the World Market: Focus on Japan
- ABC Chemical Company Goes Global
- DaimlerChrysler for East Asia
- Shiseido, Ltd.: Facing Global Competition
- SMS Pacs
- Daimler-Benz Ag: The A-Class and the “Moose-Test”
- Pepsi One
- Unisys
- Ford Motor Company and Die Development
- Citibank in Japan
- Kao Corporation: Direction for the 21st Century
- Planet Hollywood: The Plate is Empty
- Hoechst Marion Roussel: Rabipur Rabies Vaccine