

GUIDE TO THE MAIN FOCUS OF CASES IN THE BOOK

PAGE NUMBER IN THE BOOK	CASES	Introduction to strategy	Strategy lenses	The environment	Strategic capability	Strategic purpose	Culture and strategy	Business-level strategy	Directions and corporate-level strategy	International strategy	Innovation and entrepreneurship	Mergers, acquisitions and alliances	Strategy evaluation	Strategy development	Organising for success	Managing strategic change	The practice of management	Public sector/not-for-profit management	Small-business strategy
544	The LEGO Group: adopting a strategic approach	● ●																	
549	The global pharmaceutical industry – in the land of shrinking giants			● ●						●									
559	Vodafone: developing communications strategy in the UK market			● ●				●											
567	Global forces and the Western European brewing industry			● ●						●									
571	A source of cheap energy or a source of problems – the potential benefits and costs of shale gas			● ●														●	
575	H&M in fast fashion: continued success?				● ●		●			●	●								
583	The Formula One constructors: capabilities for success				● ●			●		●									
591	Integration of a Corporate Social Responsibility programme in Coloplast					● ●				●									
595	Manchester United FC: still successful despite new threats		●			● ●													
600	Pierre Fabre: culture and the challenges of internationalisation		●		●		● ●			●						●			
606	Adnams – a living company		●			●	● ●	●								●			●
612	Ryanair: the low-fares airline – future directions?			●	●			● ●		●									
624	Marks & Spencer: is this as good as it gets?							● ●	●							●			
629	Hotel du Vin: strategic entrepreneurship and innovative continuity in the boutique hotel sector							● ●			●								● ●
634	Going for growth: Teva's global strategy								●	● ●		● ●							
639	CRH plc: dimensions of successful corporate strategy								● ●	●		●							
647	SABMiller: from strength to strength								● ●	●									
657	The internationalisation of Tesco – new frontiers and new problems									● ●			●						
662	Gridsum and the Microsoft partner ecosystem: engaging in China and beyond?									● ●		●							●

Key: ●● = major focus, ● = important subsidiary focus