

| 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 |
|-------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------|-----------------|-----------------|----------------------|-------------------|----------------------|-------------------------|-----------------------------------------|------------------------|---------------------------------|-------------------------------------|---------------------|----------------------|------------------------|---------------------------|----------------------------|-----------------------------------------|-------------------------|
| 666                     | <b>Severstal</b> and the global steel industry                                                                |                          |                 | ●               |                      |                   |                      |                         |                                         | ●●                     |                                 | ●●                                  | ●●                  |                      |                        |                           |                            |                                         |                         |
| 671                     | <b>FeedHenry</b> – innovating in the cloud                                                                    |                          |                 |                 |                      |                   |                      | ●                       |                                         |                        | ●●                              | ●                                   |                     |                      |                        |                           |                            |                                         | ●                       |
| 676                     | <b>Flight Centre Limited</b>                                                                                  |                          | ●               |                 |                      |                   |                      | ●                       |                                         |                        | ●●                              |                                     |                     |                      | ●●                     | ●                         |                            |                                         |                         |
| 680                     | Strategic leadership and innovation at <b>Apple, Inc.</b> <sup>1</sup>                                        |                          |                 |                 |                      |                   |                      |                         | ●                                       |                        | ●●                              |                                     |                     |                      |                        | ●                         |                            |                                         |                         |
| 686                     | 'Where's Irene and just exactly is she up to?'<br>The acquisition of <b>Cadbury PLC by Kraft Foods</b> , 2010 |                          |                 |                 |                      | ●                 |                      |                         |                                         |                        |                                 | ●●                                  |                     |                      |                        |                           |                            |                                         |                         |
| 695                     | <b>Gazprom and NIS</b> : the oil and gas industry in Serbia                                                   |                          |                 |                 |                      | ●                 | ●                    |                         |                                         |                        |                                 | ●●                                  |                     |                      |                        |                           |                            |                                         |                         |
| 700                     | <b>International HIV/AIDS Alliance (B)</b> : a strategy for 2020                                              |                          |                 |                 |                      | ●                 |                      |                         |                                         |                        |                                 | ●●                                  | ●●                  |                      | ●                      |                           |                            | ●●                                      |                         |
| 707                     | The <b>Mexican narco-trafficking problem</b>                                                                  |                          |                 |                 |                      |                   |                      | ●                       |                                         |                        |                                 | ●●                                  | ●●                  |                      |                        |                           |                            | ●                                       |                         |
| 715                     | Dancing with the mouse: a strategic metamorphosis at <b>Ocean Park</b> , Hong Kong                            |                          |                 |                 |                      |                   | ●                    |                         |                                         |                        |                                 |                                     | ●●                  |                      |                        |                           |                            | ●                                       |                         |
| 721                     | <b>GMB</b> : strategic leadership in a trade union                                                            |                          | ●               |                 |                      |                   |                      |                         |                                         |                        |                                 |                                     | ●●                  | ●●                   |                        | ●                         |                            | ●●                                      |                         |
| 727                     | <b>Academies and Free Schools</b>                                                                             |                          |                 |                 |                      | ●                 |                      |                         |                                         |                        |                                 |                                     |                     |                      | ●●                     |                           |                            | ●●                                      |                         |
| 731                     | Paul Polman and the revitalisation of <b>Unilever</b>                                                         |                          |                 |                 |                      |                   | ●                    |                         | ●                                       |                        |                                 |                                     |                     |                      |                        | ●●                        |                            |                                         |                         |
| 738                     | <b>LEAX</b> : managing growth in a volatile world                                                             |                          |                 |                 | ●                    |                   |                      |                         |                                         |                        |                                 |                                     | ●                   |                      |                        | ●●                        |                            |                                         | ●                       |
| 742                     | Changing tracks at <b>Babcock Rail</b>                                                                        |                          |                 |                 |                      |                   | ●                    |                         |                                         |                        |                                 |                                     | ●                   |                      |                        | ●●                        |                            |                                         |                         |
| 749                     | In the boardroom at <b>HomeCo</b>                                                                             |                          |                 |                 |                      | ●                 |                      |                         | ●                                       |                        |                                 | ●                                   |                     |                      |                        |                           | ●●                         |                                         | ●                       |
| 755                     | <b>QR National – Aurizon</b>                                                                                  |                          |                 |                 |                      | ●                 |                      |                         | ●                                       |                        |                                 |                                     |                     |                      |                        |                           |                            | ●●                                      |                         |

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