

Case Guide

This guide shows the key concepts covered in each of the cases in both the book and the Online Learning Centre so you can easily pick out which cases are relevant to a particular part of your course. Search by company, industry or topic to find the ideal case to use.

Chapter	Case number	Case title and author	Key concepts covered
1	Case 1	Coca-Cola vs Pepsi: Cola Wars in a Changing Marketing Environment <i>David Jobber, Professor of Marketing, University of Bradford</i>	marketing-orientation, competition, leading brands, positioning
	Case 2	H&M Gets Hotter: Fashion at its Fastest <i>David Jobber, Professor of Marketing, University of Bradford</i>	marketing-orientation, effectiveness and efficiency customer value, fashion industry
	OLC case	Nokia: Re-connecting People <i>Tony Rowe, Principal of Marketing Mentors, and Tony Lindley, Managing Director of Tony Lindley Consultants Ltd.</i>	global marketing, technology, internal-orientation, mobile telecoms industry
2	Case 3	Vulnerable Volvo: Can the Volvo Brand Succeed in the New Competitive Landscape? <i>Conor Carroll, Lecturer in Marketing, University of Limerick</i>	brands, market share, competition, marketing environment, SWOT, strategic options, car industry
	Case 4	Heron Engineering: A Strategy for Storage <i>David Shipley, Emeritus Professor of Marketing, University of Dublin, Ireland</i>	organizational behaviour, marketing environment, technology, planning
	OLC case	Daloon Spring Rolls <i>Poul Faarup, Associate Professor, University of Southern Denmark</i>	marketing planning, SWOT, 4 P's, food industry
3	Case 5	Sony Shockwave: In Search of the Next Hit Product <i>Conor Carroll, Lecturer in Marketing, University of Limerick</i>	product innovation, SWOT, marketing environment, strategic options
	Case 6	Marketing Environment: PEEST Analysis Exercise <i>David Jobber, Professor of Marketing, University of Bradford</i>	elements of marketing environment analysis, legal, political, technology, economics, social and physical environment
	OLC case	The Future of Books: Gutenberg, the Kindle and Beyond <i>Tony Lindley, Managing Director of Tony Lindley Consultants Ltd.</i>	marketing environment, impact of technology, digital revolution, evolution of education, distance learning

4	Case 7	Cappuccino Wars: The Battle for the High Street <i>David Jobber, Professor of Marketing, University of Bradford</i>	market development, competitive positioning, consumer choice
	Case 8	Consumer Behaviour: How Do You Decide? <i>David Jobber, Professor of Marketing, University of Bradford</i>	consumer behaviour, decision-making, choice criteria
	OLC case	Bang & Olufsen: Getting Your Bang For Your Buck <i>Conor Carroll, Lecturer in Marketing, and Sara Kate Hurley, Research Assistant, University of Limerick</i>	consumer behaviour, influences, consumer decision-making, luxury brands
5	Case 9	Jumbo Choices: Buying Aircraft <i>Siobhan Tiernan, Lecturer in Management/Aviation Management, and Conor Carroll, Lecturer in Marketing, University of Limerick</i>	organizational behaviour, choice criteria, purchasing decisions, buying process, airline industry
	Case 10	PLANT-ALL: Launching a New Type of Compost <i>Belinda Dewsnap, Lecturer in Marketing, Loughborough University</i>	organizational buying, decision making units, key account management, choice criteria
	OLC case	Winters Company: Understanding Organisational Decision-Making <i>David Jobber, Professor of Marketing, University of Bradford</i>	organizational buyer behaviour, roles in decision making units, organizational decision-making
6	Case 11	Microsoft: Bully or Benefactor? <i>Marylyn Carrigan, Senior Lecturer in Marketing, Open University</i>	business ethics, monopolies, IT industry
	Case 12	Fairtrade Coffee: Grounds for a Fresh Look at Ethical Consumption? <i>Ken Peattie, Professor of Marketing and Strategy, Cardiff University</i>	fair trade movement, marketing ethics, pricing issues
	OLC case	Marks & Spencer: The Challenges of Walking the Talk <i>Caroline Moraes, Lecturer in Marketing, University of Birmingham</i>	ethical decision-making, green marketing, societal factors, retail industry
7	Case 13	iPod: Researching Consumers' Perceptions <i>Nina Reynolds, Professor of Marketing, Bradford University, and Sheena MacArthur, Senior Lecturer in Marketing, Glasgow Caledonian University</i>	questionnaires, survey methods, sampling methods, marketing research
	Case 14	Airport Catering: Consumer Satisfaction at Gulf International Airport <i>Ravi Chandran, Operations Manager at a major airline, and Daragh O'Reilly, Lecturer in Marketing, University of Sheffield</i>	marketing research, questionnaire development, customer surveys
	OLC case	Paper Trail in South Africa: Developing a Research Proposal <i>Ian Brace, Director of Research Services, TNS UK</i>	information management, process centralization data protection

8	Case 15	Dell Hell: Strategic Change for a Fallen Market Leader <i>David Jobber, Professor of Marketing, University of Bradford</i>	positioning, marketing environment, 4C's framework
	Case 16	McDonald's: Repositioning the Golden Arches <i>Susan Bridgewater, Lecturer in Marketing and Strategy, Warwick University</i>	repositioning, emerging markets, fast food industry
	OLC case	Polishing Plans: Gale's Strategy for Taking Over the Shoe Polish Market <i>David Shipley, Emeritus Professor of Marketing, Trinity College, University of Dublin, Ireland, and Graham Hooley, Professor of Marketing, Aston University</i>	market segmentation, target marketing, fast moving consumer goods
9	Case 17	iPhone: Is the Apple Smartphone a World-beater? <i>Fiona Ellis-Chadwick, Senior Lecturer in Marketing, Open University</i>	competition, new product development, product design, mobile technology industry
	Case 18	Burberry: Reinventing the Brand <i>David Jobber, Professor of Marketing, University of Bradford</i>	product management, brand stretching, brand extension, global branding
	OLC case	Levi Jeans: Branding for the Youth Market <i>David Jobber, Professor of Marketing, University of Bradford</i>	brand positioning, market segmentation, managing products, clothing industry
10	Case 19	Unilever's Quest: Growth by Shedding Brands <i>David Jobber, Professor of Marketing, University of Bradford</i>	brand extension, brand portfolio, global marketing, emerging markets.
	Case 20	Intel Inside Out: The Search for Growth <i>David Jobber, Professor of Marketing, University of Bradford</i>	product life cycle, product management, IT industry
	OLC case	Mixing Red and Blue: Lenovo and IBM's PC Division <i>David Jobber, Professor of Marketing, University of Bradford</i>	product strategies for growth, international product development, global IT industry
11	Case 21	Road to the Future? The Development of the Mini E, the Eco-Friendly Car <i>Colin Gilligan, Emeritus Professor of Marketing, Sheffield Hallam University and Visiting Professor of Marketing, Newcastle Business School</i>	marketing environment, environmentally friendly products, product innovation adopters, car industry
	Case 22	A New Heritage: Shannon Heritage Develops New Tourist Experiences <i>Michele O'Dwyer, Lecturer in Entrepreneurship, University of Limerick</i>	new product development, product success factors, marketing strategy, products and services
	OLC case	Absolut Vodka: Different Vodka for Different Folks? <i>Conor Carroll, Lecturer in Marketing, and Sara Kate Hurley, Research Assistant, University of Limerick</i>	new products, brand extension, new product development, drinks industry
12	Case 23	EasyJet and Ryanair: Flying High with Low Prices <i>David Jobber, Professor of Marketing, University of Bradford</i>	pricing strategies, marketing strategy, low price strategy, airline industry
	Case 24	Netto, Lidl, Aldi: the Rise of the Limited Range Discounters <i>Conor Carroll, Lecturer in Marketing, University of Limerick</i>	every day low pricing, limited range discounters, retail discounters, price wars, competitive strategy
	OLC case	Pricing at Hansen Bathrooms <i>David Jobber, Professor of Marketing, University of Bradford</i>	pricing strategies, internal marketing

13	Case 25	A Glass and a Half: Cadbury Gets the Love Back for Dairy Milk <i>Marie O'Dwyer, Lecturer in Marketing, Waterford Institute of Technology, Ireland</i>	advertising objectives, virtual advertising, television advertising
	Case 26	White Horse Whisky: Developing a New Advertising Strategy <i>Ann Murray Chatterton, Director of Training and Development at the Institute of Practitioners in Advertising</i>	advertising, branding, repositioning, drinks industry
	OLC case	Tracking BT Advertising Campaigns <i>Laura Evans, Managing Consultant, TNS IT & Telecoms, Trent Cottle, Head of Communications Insight, BT, Clive Nancarrow</i>	advertising awareness, television advertising, marketing communication tools, advertising effectiveness
14	Case 27	Selling in China: Harnessing the Power of the Guanxi <i>David Jobber, Professor of Marketing, University of Bradford</i>	international marketing, cultural issues, self reference criteria
	Case 28	Bottling It in Europe: Glastex Sells its Glass Bottling Equipment to Europe <i>David Jobber, Professor of Marketing, University of Bradford</i>	key account management, personal selling, industrial marketing, international marketing
	OLC case	Kompass Ireland: Finding Ways to Improve Salesforce Performance <i>Fergal Maher and Conor Carroll, Lecturer in Marketing, University of Limerick</i>	sales force, sales strategies, customer types, promotions
15	Case 29	Guinness' Rewards: An Award-Winning Relationship Marketing Programme <i>Marie O'Dwyer, Lecturer in Marketing, Waterford Institute of Technology, Ireland</i>	relationship marketing, direct marketing, sales promotion, drinks industry
	Case 30	CRM at Tesco: From Understanding to Engaging Customers <i>Colin Gilligan, Emeritus Professor of Marketing, Sheffield Hallam University and Visiting Professor of Marketing, Newcastle Business School</i>	relationship marketing strategies, CRM programmes, loyalty schemes, grocery retailers
	OLC case	Nectar: Loyalty Brings Sweet Rewards <i>Conor Carroll, Lecturer in Marketing, and Sara Kate Hurley, Research Assistant, University of Limerick</i>	customer loyalty, loyalty programmes
16	Case 31	Wispa: It's Back! <i>Marie O'Dwyer, Lecturer in Entrepreneurship, University of Limerick</i>	social networking, brand re-launch strategy, communication tools, marketing communication strategy, nostalgia brands
	Case 32	Beckham and Ronaldo: Sports Celebrity Sponsorship <i>David Jobber, Professor of Marketing, University of Bradford</i>	sports marketing, sponsorship, measuring effectiveness
	OLC case	JK Rowling: A Marketing Wizard <i>Luciana Lolich, Lecturer in Marketing, Dublin Business School</i>	promotional strategy, marketing communication strategy, promotional mix, word of mouth

17	Case 33	ASOS: Setting The Pace in Online Fashion <i>David Jobber, Professor of Marketing, University of Bradford</i>	online fashion retailing, customer service, promotion strategy, SWOT analysis
	Case 34	iTunes: Facing the Threat of Nokia <i>Conor Carroll, Lecturer in Marketing, University of Limerick</i>	digital technologies, halo effect, distribution of digital products, digital download industry
	OLC case	Leisure, Travel and the Internet <i>Justin O'Brien, Teaching Fellow, Royal Holloway, University of London</i>	distribution channels, disintermediation, distribution technology, cost transparency, travel industry
18	Case 35	Google: Staying Ahead of the Game? <i>Fiona Ellis-Chadwick, Senior Lecturer in Marketing, Open University</i>	competitive advantage, differentiation, online resources and competencies
	Case 36	Giftmaster: Moving Retail Online <i>Joseph Coughlan, Research Fellow, Dublin Institute of Technology</i>	search engine marketing, online retailing
	OLC case	Infiltrating an e-Community: Marketing to the Machinima Virtual Community <i>Tony Garry, Senior Lecturer in Marketing, and Tracey Harwood, Senior Research Fellow and National Teacher Fellow, De Montfort University</i>	one-to-one marketing, consumer behaviour, opinion leaders, formers and followers, virtual marketing, virtual communities
19	Case 37	The Wii Fits Us All! Nintendo Regains Video Game Supremacy <i>Loïc Plé, Assistant Professor, IÉSEG School of Management, France</i>	competitor analysis, competitive advantage, marketing mix, computer games industry
	Case 38	General Meltdown: What Caused General Motors' Bankruptcy? <i>Conor Carroll, Lecturer in Marketing, University of Limerick</i>	competitive advantage, competitive forces, recovery strategy, global automobile markets
	OLC case	The Going Gets Tough for Wal-Mart and Asda <i>David Jobber, Professor of Marketing, University of Bradford</i>	competitive advantage, international acquisitions, retail information systems, global supermarket operations
20	Case 39	Airbus vs Boeing: The Battle for Air Supremacy <i>Conor Carroll, Lecturer in Marketing, University of Limerick</i>	competitive marketing strategy, barriers to entry, aircraft manufacturing, risk factors.
	Case 40	Displaying Strategy: Finding a Competitive Advantage for Data Display <i>Michele O'Dwyer, Lecturer in Marketing, Waterford Institute of Technology, Ireland</i>	competitive advantage, advertising, technology
	OLC case	DSG International: Managing Multiple Brands in a Multi-Channel World <i>Robert Anslow, John Naughton, Conor Carroll, Lecturer in Marketing, and Sara Kate Hurley, Research Assistant, University of Limerick</i>	international marketing, structure of competition, e-commerce, channel strategy, consumer electronics

21	Case 41	Internal Marketing: Influencing the Board at Hansen Bathrooms <i>David Jobber, Professor of Marketing, University of Bradford</i>	pricing strategy, internal marketing, personnel management, new products
	Case 42	Munster Rugby: Implementing Change <i>Conor Kelleher, Lecturer in Marketing, Waterford Institute of Technology, Ireland</i>	internal customers, CRM, operational control, sports marketing.
	OLC case	Portland & Hackett, <i>Caroline Tynan, Professor of Marketing, Andrew Smith, Associate Professor in Marketing, and Matt Caldwell, Knowledge Transfer Partnership Associate, University of Nottingham</i>	strategic marketing planning, Mckinsey 7-S framework, internal marketing, implementation
22	Case 43	Build-A-Bear: A Custom-made Experience <i>Loïc Plé, Assistant Professor, IÉSEG School of Management, France</i>	customized products, toy retailing, customer service, emerging markets
	Case 44	Services Marketing in a Recession: The Tale of Five Supermarkets <i>David Jobber, Professor of Marketing, University of Bradford</i>	marketing strategies, service marketing, economic downturn, supermarkets
	OLC case	Gucci, Louis Vuitton, & Vertu: Marketing Lessons from some of the World's Most Exclusive Brands <i>Conor Carroll, Lecturer in Marketing, Sara Kate Hurley, Research Assistant, and Ann Treacy, University of Limerick</i>	luxury brands, brand personality, product exclusivity, experiential marketing
23	Case 45	IKEA: Building a Cult Global Brand <i>David Jobber, Professor of Marketing, University of Bradford</i>	international marketing, cult branding, adaptation, standardization
	Case 46	Made in China: Marketing Tsingtao Beer Internationally <i>Adrian Pritchard, Senior Lecturer in Marketing, Coventry University</i>	brand positioning, international branding, distribution rights, brand heritage
	OLC case	Going International with McDonald's <i>Justin O'Brien, Teaching Fellow, Royal Holloway, University of London and Eleanor Hamilton, Associate Dean for Undergraduate Studies, Lancaster University</i>	global positioning, international markets, barriers to success, diversification, 7 P'S