

Case Title	Case Length	Copyright Year	Case Code
Case Studies in Other Languages			
Xerox - The Benchmarking Story (Spanish)	11 Pages	2002	OSOPER012
JP Morgan Chase-IBM : The Outsourcing Journey (Spanish)	11 Pages	2005	OSITSY047
Sony - Columbia Pictures - Lessons From a Cross Border Acquisition (Spanish)	21 Pages	2004	OSBSTR119
DoCoMo - The Japanese Wireless Telecom Leader (Spanish)	18 Pages	2003	OSBSTR049
BUMRUNGRAD'S Global Services Marketing Strategy(Portuguese)	21 Pages	2004	OPMKTG091
Harry Potter : A Multi Billion Dollar Business (Spanish)	15 Pages	2004	OLMKTG079
DoCoMo - The Japanese Wireless Telecom Leader (Russian)	18 Pages	2003	OLBSTR049
Wal-Mart's German Misadventure(German)	21 Pages	2004	OGBSTR082
Li & Fung - The Global Value Chain Configurator (French)	28 Pages	2005	OFBSTR149
FedEx & UPS - Competing in China (Chinese)	10 Pages	2003	OCMKTG069
Xerox PARC - Innovation without Profit (Chinese)	11 Pages	2005	OCBSTR150

Flexible learning programs from Icfai.

Realize your full potential.