

# CASE STUDIES

## TAXONOMY 2014 Titles

**MarketLine**

# WHAT WE DO

MarketLine is a global publisher of company, industry and country information servicing clients across a wide variety of industries and job functions, from multinational corporations to small businesses in both developed and developing economies.

Encompassing just one brand and one service offering, MarketLine is an example of pure simplicity amongst the IBI trading teams.

We are part of the Informa business. Previously part of the Datamonitor offering, MarketLine is now a standalone, self-sufficient business with a distinct brand identity and discrete products and services that appeal to a broad range of customers all over the world.

## What are case studies?

MarketLine Case Studies offer a concise evaluation of the latest innovative company strategies across a wide range of industries and geographies to help you quickly and easily understand exactly what drives their performance. Additionally, our Case Studies examine industries as a whole, looking at the trends and behaviors influencing the market.

Strategies and themes analyzed in MarketLine Case Studies include, but are not limited to, advertising & marketing, business ethics, change management, competition, economics, management & leadership, mergers & acquisitions, operations management and regulation.

# OUR TAXONOMY EXPLAINED

## **Advertising & Marketing:**

Case studies analyze the advertising and marketing strategies used by companies to promote their products and services with the aim of growing sales.

## **Business Ethics:**

Case studies examine business policies and practices regarding potentially controversial issues, such as corporate governance, discrimination, corporate social responsibility, employment practices, working conditions and fiduciary responsibilities, and how these affect the company's image among consumers.

## **Competition:**

Case studies analyze the level of competition within a market, industry or sector, the effect this is having for players, and how they are reacting to counter it.

## **Economics:**

Case studies look at the economic situation within a country or region, the reasons for its current state, how this affects a range of industries, and examine what the economic future may hold.

## **Entrepreneurship:**

Case studies examine businesses that have been founded and run by one or more entrepreneurs and the strategies these companies have employed to establish themselves as major players.

## **International Business:**

Case studies analyze businesses with multinational interests. Themes include expansion strategy, opportunities, risk, regulatory considerations, and market trends.

## **Management & Leadership:**

Case studies examine the role played by management in a company's performance, the styles different leaders adopt, how the success of these approaches varies, and how this can impact public perception of a company.

## **Market Leaders:**

Case studies identify and examine companies that are the leader within their field of operation. Reports measure how they are defined as a market leader, how they have achieved that position, and the threats they face.

## **Mergers & Acquisitions:**

Case studies look at merger and acquisition activity, the rationale behind it and, where applicable, assess the success of the merger or acquisition.

## **Organizational change/change management:**

Case studies analyze companies that are undergoing or that have undergone a transformation, the reasons for it, how they managed/are managing this change, and look at whether or not the changes have been successful in their aims.

**Operations Management:**

Case studies examine the measures taken by companies to create the highest level of efficiency possible including cost control, vertical integration, procurement strategy, and systems analysis.

# CASE STUDIES CLASSIFIED

Below is our entire portfolio of case study for 2014 and the taxonomy that they are classified under. To read more on the titles listed below, please browse on Advantage <http://advantage.marketline.com/>

\*Please note one title might have multiple category classification

## 2014 TITLES

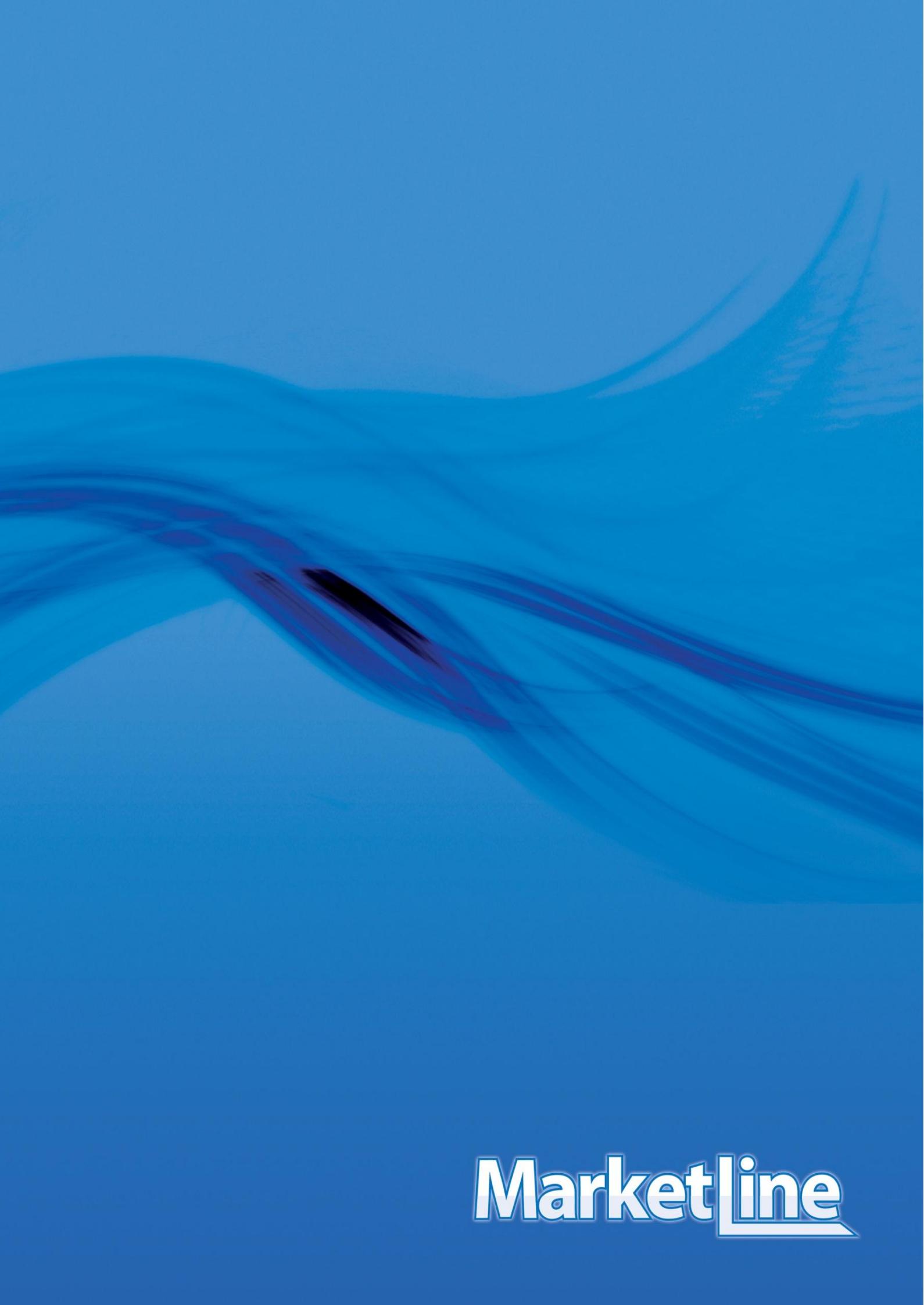
Category*	2014 Titles
Advertising & Marketing	Functional Foods: Growth of a niche market Facebook: The Whatsapp acquisition Avon Products Inc: Poor performance necessitates change American Eagle Outfitters Inc.: Reacting to a need for change Social media and retailing: Pinterest drives engagement and sales High street fashion retailers: Survival of the fittest Starbucks: Accelerated growth plan E-Cigarettes: Big Tobacco moves in for the kill, but could profits disappear in a puff of smoke? Energy Drinks: Energized By Evolution Supermarket private labels: Growth following economic downturn adidas AG: Bumpy road on Route 2015 Pop-Up Stores: A growing retail strategy PepsiCo: Does Trian have a case for a spinoff?
Business Ethics	From token loyalty to meaningful relationships: How loyalty programs and Big Data Analytics are facilitating CRM in the retail sector Hydraulic Fracturing: The UK moratorium is lifted, but opposition grows Tax planning: The good, the bad and the ugly Unmanned Aerial Vehicles: The economic case for drones Meat Packing: Industry caters to meaty tastes, but at a cost E-Cigarettes: Big Tobacco moves in for the kill, but could profits disappear in a puff of smoke? Energy Drinks: Energized By Evolution The UK organic market: Recovery and expansion Ethical Investments: Niche market may become mainstream Peak Oil: The nightmare scenario of the oil drying up, could be close Halal: Boom market held back by significant challenges
Competition	Hybrid and Electric Cars in the US: Two differing strategies BlackBerry Limited: Does it have a future in the consumer market?

	<p>Transition at Teva: Blockbuster drug Copaxone to lose patent protection in 2014</p> <p>Facebook: The Whatsapp acquisition</p> <p>Avon Products Inc: Poor performance necessitates change</p> <p>Regional beer market: A changing landscape</p> <p>Kingfisher Airlines: King of good times forced to leave the sky castle</p> <p>Saab AB: Can the Gripen NG fighter be an exporting success?</p> <p>From token loyalty to meaningful relationships: How loyalty programs and Big Data Analytics are facilitating CRM in the retail sector</p> <p>American Eagle Outfitters Inc.: Reacting to a need for change</p> <p>Wearable technology: The new tech battleground?</p> <p>High street fashion retailers: Survival of the fittest</p> <p>Meat Packing: Industry caters to meaty tastes, but at a cost</p> <p>Supermarket private labels: Growth following economic downturn</p> <p>adidas AG: Bumpy road on Route 2015</p> <p>Nintendo Co., Ltd: Can software save the Wii U?</p> <p>Ulmart: Hybrid retail format beats challenges of Russian market</p> <p>The UK organic market: Recovery and expansion</p> <p>Pop-Up Stores: A growing retail strategy</p> <p>Stevia - Sugar substitute - New trends in the beverage market</p> <p>PepsiCo: Does Trian have a case for a spinoff?</p> <p>Halal: Boom market held back by significant challenges</p> <p>Full steam ahead: the success of Virgin Trains</p>
Economics	<p>Germany: Unified country, divided economy?</p> <p>Saab AB: Can the Gripen NG fighter be an exporting success?</p> <p>Japan's Economy - Sailing into uncharted seas of printed money</p> <p>Unmanned Aerial Vehicles: The economic case for drones</p> <p>The Eco: Western Africa pushes for monetary union</p> <p>Mapping global innovation - patent trends in a shifting world economy</p> <p>Ethical Investments: Niche market may become mainstream</p> <p>Peak Oil: The nightmare scenario of the oil drying up, could be close</p> <p>Brazilian automobile industry - Right strategy for tough times</p> <p>Made in the USA : Manufacturing's resurgence anchored by macro policies</p>
Entrepreneurship	<p>Facebook: The Whatsapp acquisition</p> <p>Hydraulic Fracturing: The UK moratorium is lifted, but opposition grows</p> <p>King Digital Entertainment plc: Sweet success of Candy Crush but doubts</p>

	<p>remain</p> <p>Inglot Cosmetics: How a small firm with vision successfully challenged established business rules</p> <p>Mapping global innovation - patent trends in a shifting world economy</p> <p>Ulmart: Hybrid retail format beats challenges of Russian market</p> <p>Pop-Up Stores: A growing retail strategy</p> <p>Stevia - Sugar substitute - New trends in the beverage market</p>
International Business	<p>Avon Products Inc: Poor performance necessitates change</p> <p>Tax planning: The good, the bad and the ugly</p> <p>Wearable technology: The new tech battleground?</p> <p>Adobe Systems Incorporated: On Creative Cloud nine?</p> <p>Starbucks: Accelerated growth plan</p> <p>Sony's TV spin off: Now or never for the Japanese giant?</p> <p>Barclays PLC: Reshaping a global bank</p> <p>Arla Foods: A global dairy giant</p> <p>Samsung Electronics Co., Ltd.: Is the SmartThings acquisition a smart thing?</p> <p>Relaxing times for Suntory: Company set to reap benefits of resurgent US bourbon market after Beam Inc. acquisition</p> <p>adidas AG: Bumpy road on Route 2015</p> <p>Mapping global innovation - patent trends in a shifting world economy</p> <p>Nintendo Co., Ltd: Can software save the Wii U?</p> <p>Peak Oil: The nightmare scenario of the oil drying up, could be close</p> <p>Halal: Boom market held back by significant challenges</p> <p>Brazilian automobile industry - Right strategy for tough times</p> <p>Made in the USA : Manufacturing's resurgence anchored by macro policies</p>
Management & Leadership	Cult of the CEO: More than a job title?
Market Leaders	<p>Hybrid and Electric Cars in the US: Two differing strategies</p> <p>Transition at Teva: Blockbuster drug Copaxone to lose patent protection in 2014</p> <p>Flying high: EasyJet's strategy for success Going head to head with legacy airlines</p> <p>Kingfisher Airlines: King of good times forced to leave the sky castle</p> <p>From token loyalty to meaningful relationships: How loyalty programs and Big Data Analytics are facilitating CRM in the retail sector</p> <p>Wearable technology: The new tech battleground?</p>

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