Contents

I

Intr	Introduction	
1	Madonna	1
2	Laura Ashley Holdings plc: The Battle for Survival	7
3	The US Airline Industry in 2004	15
4	Ford and the World Automobile Industry	24
5	Wal-Mart Stores Inc., March 2004	32
6	Eastman Kodak: Meeting the Digital Challenge	45
7	Organizational Restructuring Within the Royal Dutch/Shell Group	54
8	Harley-Davidson, Inc., February 2004	62
9	Online Broking Strategies: Surviving the Downturn at Merrill Lynch, Charles Schwab, and E*Trade	68
10	EMI and the CT Scanner [A] and [B]	77
11	Rivalry in Video Games	86
12	Eni SpA: Building an International Energy Major	95
13	Birds Eye and the UK Frozen Food Industry	103
14	Euro Disney: From Dream to Nightmare, 1987–94	111
15	Richard Branson and the Virgin Group of Companies in 2004	120
16	General Electric: Life after Jack	126
17	AES Corporation: Rewriting the Rules of Management	134