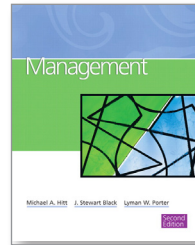


Suggested Titles and Case Studies for PRINCIPLES OF MANAGEMENT

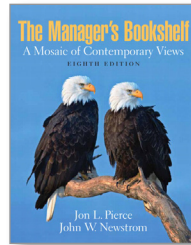
PEARSON



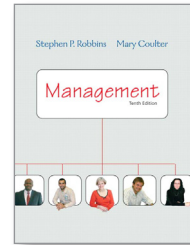
**Modern Management:
Concepts and Skills, 11/E**
Certo/Certo
0-13-601016-4



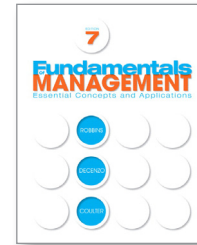
Management, 2/E
Michael/Black/Porter
0-13-235437-3



**Manager's
Bookshelf, 8/E**
Pierce/Newstrom
0-13-230165-2



Management, 10/E
Robbins/Coulter
0-13-209071-6



**Fundamentals of
Management, 7/E**
Robbins/De Cenzo /Coulter
0-13-610982-9

SELECT ANY OF THESE CASES TO ACCOMPANY YOUR CUSTOM BOOK

DIVERSITY

HRM in a Dynamic Environment
405-009-6
ech - MAJU - Mohammad Ali Jinnah University

How Coca-Cola Built Strength on Diversity
U0804B
HBSP

A Framework for Pursuing Diversity in the Workplace
9-407-029
HBSP

FNB Metro: Waking Up to Change
404-047-1
ech - Wits Business School - University of the Witwatersrand

Diversity and Talent Management Practices at IBM
HROB089
ICMR

Prejudice in Organizations
UVA-OB-0381
Darden

Managing Diversity at Spencer Owens & Co.
9-405-048
HBSP

First National Bank: Inspirational Leadership in a South African Context
407-048-1
ech - University of Cape Town

'Oh, a Career-Minded Woman?': A Case Study on Gender Discrimination
404-043-1
ech - Groupe ESC Rennes

Workforce Diversity at Nordstrom
HROB099
ICMR

Genentech's Work Culture and Practices
HROB091
ICMR

Promoting Diversity — The American Express Way
HROB083
ICMR

The Business Case For Commitment To Diversity
BH276
HBSP

Diversity As Strategy
R0409G
HBSP

Meeting the Diversity Challenge at PepsiCo: The Steve Reinemund Era
9-410-024
HBSP

IBM's Diversity Strategy: Bridging the Workplace and the Marketplace
9-405-044
HBSP

ETHICS

The Buck Stops (and Starts) at Business School
R0906G
HBSP

The Management of Whistleblowing
493-012-5
ech - University of Bedfordshire

Usability for Evil
SMR50416
MIT Sloan Management Review

Business and Human Rights
9-309-097
HBSP

Carrefour China and the Olympic Torch Relay: Managing Corporate Crisis amid Evolving Expectations of Multinational Firms
HKU812
HBSP

Ethics of Offshoring: Novo Nordisk and Clinical Trials in Emerging Economies
9B09M001
Ivey

Goldman Sachs: The 10,000 Women Initiative
9-509-042
HBSP

Top Resources
UVA-E-0219
Darden

Red Bull or Black Devil?
708-061-1
ech - ESSEC Business School

A Close Shave at Gillette: The Sale to Procter & Gamble
706-062-1
ech - Boston University

Caroline Wang: Senior Vice President of IBM Global Consulting
408-119-1
ech - China Europe International Business School

The Ethical Dilemma
709-002-1
ech - Prestige Institute of Management, Gwalior India

The Wal-Mart Supply Chain Controversy
706-043-1
ech - London Business School

How Much Is Too Much Profit?: The Intellectual Copyrights Movement
708-001-1
ech - (NIMS) MUST Institute of Management Sciences

Jide Taiwo & Co: Hanging in the Balance
407-078-1
ech - Lagos Business School Case

Making Well and Making Profit: A Biotechnology Drug Dispute
703-004-1
ech - Tilburg University

Nestle: Singled Out Again and Again
596-040-1
ech - De Montfort University

One CEO's Trip From Dismissive to Convinced
SMR331
HBSP

The Opportunities Brought to You by Distress
SMR312
MIT Sloan Management Review

GREEN MANAGEMENT

Shaw Industries: Sustainable Business, Entrepreneurial Innovation, and Green Chemistry
UVA-ENT-0087
Darden

Green Fields Investments: Evaluating Biofuels Investment Options
KEL410
HBSP

NatureWorks: Biotech Innovation, Sustainable Business, and Corn-based Plastic
UVA-ENT-0097
Darden

Coastwide Labs: Product and Strategy Redesign in Commercial Cleaning Products
UVA-ENT-0096
Darden

East West Partners: Sustainability Strategy in Real Estate Development and Ski Resorts
UVA-ENT-0093
Darden

Nike: Moving Down the Sustainability Track Through Chemical Substitution and Waste Reduction
UVA-ENT-0098
Darden

PEARSON CUSTOM LIBRARY

BUSINESS

more cases available at www.pearsoncustom.com | keyword search: **pcbr**

SELECT ANY OF THESE CASES TO ACCOMPANY YOUR CUSTOM BOOK

Shaw Industries: EcoWorx and Cradle-to-Cradle Innovation in Carpet Tile
UVA-ENT-0095
Darden

Building the Green Way
R0606J
HBSP

“Greening” Facilities: Hermes Microtech, Inc.
UVA-ENT-0054
Darden

Green and Competitive: Ending the Stalemate
95507
HBSP

Where’s the Green in Green Business?
F0206D
HBSP

Carrefour China, Building a Greener Store
9B08M048
Ivey

Echoing Green
9-410-013
HBSP

Energize Employees with Green Strategy
F0909F
HBSP

The Green Capital Advantage
SMR50102
MIT Sloan Management Review

SUSTAINABILITY & SOCIAL RESPONSIBILITY

Pick N Pay: Changing Its Environmental Footprint
708-054-1
ecch - Wits Business School - University of the Witwatersrand

Google’s Way - Don’t Be Evil
9B07M067
Ivey

Wal-Mart’s Sustainability Initiatives
BECG074
ICMR

Corporate Social Responsibility at HP
BECG057
ICMR

BP In Vietnam: Social Involvement, an Evolution
706-045-1
ecch - Doshisha Business School

The Mini-Cases: 5 Companies, 5 Strategies, 5 Transformations
SMR330
MIT Sloan Management Review

Sustainability and Performance
SMR4428
MIT Sloan Management Review

Graeme Danone Foods: A Social Business Enterprise
BECG073
ICMR

Innocent Drinks: Values and Value
708-041-1
ecch - Cranfield School of Management

First National Bank: Inspirational Leadership in a South African Context
407-048-1
ecch - University of Cape Town

Small Label, Big Impact: Labeling within Sustainability Strategy
608-024-1
ecch - WHU Otto Beisheim School of Management

8 Reasons Sustainability Will Change Management (That You Never Thought of)
SMR328
MIT Sloan Management Review

All Together Now (or, Can Collective Intelligence Save the Planet?)
SMR50432
MIT Sloan Management Review

What the ‘Green’ Consumer Wants
SMR50415
MIT Sloan Management Review

Sustainability: Not What You Think It Is
SMR50435
MIT Sloan Management Review

Sustainability: Economy, then Environment
SMR50433
MIT Sloan Management Review

Snow Brand’s Unethical Practices in Japan
BECG039
ICMR

Sustainability Management at Philips
BECG051
ICMR

Banco Real: Banking on Sustainability
9-305-100
HBSP

CEMEX’s Foundations for Sustainability
9-308-024
HBSP

Canon’s ‘Kyosei’ Philosophy and Social Responsibility Initiatives
BECG033
ICMR

Bank of America Tower: Redesigning Skyscrapers
UVA-ENT-0092
Darden

Corporate Philanthropy — Best Practices at Novartis AG
BECG063
ICMR

SC Johnson’s CSR Initiatives — Testing the ‘Base of the Pyramid’ Protocol
BECG072
ICMR

Walking the Walk: Putting Social Responsibility into Action at the White Dog Café
9B07M049
Ivey

Windhorse Farm’s Eco-Woodshop Guitar
Top Decision
9B08M066
Ivey

Cemex’s Social Responsibility Initiatives
BECG047
ICMR

The Exxon Valdez Oil Spill
BECG045
ICMR

Hewlett-Packard (HP) I — Community at Kuppam in India: Social Investment through e-Inclusion
BSTR179
ICMR

Ebit and Ethics: Corporate Social Responsibility at Merck Ltd, Thailand
708-010-1
ecch - WHU Otto Beisheim School of Management

Sinyi Real Estate in Taiwan
9B08M077
Ivey

VIRTUAL MANAGEMENT

HRM in a Dynamic Environment
405-009-6
ecch - MAJU - Mohammad Ali Jinnah University

Note on Teamwork in Virtual Teams
407-037-6
ecch - Daniel Webster College

Getting Real About Virtual Worlds
F0810B
HBSP

Gold Peak Electronics: R&D Globalization from East to West
HKU857
HBSP

Virtual Workspace Technologies
SMR46203
MIT Sloan Management Review

What Makes a Virtual Organization Work
SMR4211
MIT Sloan Management Review

How Do You Manage an Off-Site Team? (HBR OnPoint Enhanced Edition)
3685
HBSP

Managing Your Virtual Company: Create a Communication Plan
C0004D
HBSP

Connecting the Real and Virtual World: Sony BMG’s Market Entry into Second Life
507-138-1
ecch - WHU Otto Beisheim School of Management

How to Manage Virtual Teams
SMR50412
MIT Sloan Management Review

OptiMark: Launching A Virtual Securities Market
9-399-005
HBSP

Managing Virtual Teams (A)
UVA-BC-0210
Darden

Communicating with Virtual Project Teams
C0012E
HBSP

Creating Successful Virtual Organizations
C0012F
HBSP