

## Cases studies at HBS

The following case studies have been published by **Harvard Business School Publishing** and are available for sale on-line at their web site (except for those marked otherwise). Search by title or by author Ben Gomes-Casseres at their site: [www.hbsp.com](http://www.hbsp.com) or call HBSP at (800) 988-0886, or (617) 783-7500 outside U.S. and Canada.

### **On Alliances and Strategy**

[Managing International Alliances: Conceptual Framework](#) (9-793-133)

The FS-X Project (9-391-160)

[The Global Computer Industry](#) (9-792-072)

[Mips Computer Systems](#) (A) (9-792-055)

[Xerox and Fuji Xerox](#) (9-391-156), with *Update—2002 available* [best seller case]

[Zenith and High-Definition Television, 1990](#) (9-391-084)

[Hoechst in the United States](#) (A) (9-391-140)

[Hoechst and the German Chemical Industry](#) (9-390-146)

[Fusion Systems Corporation in Japan](#) (A) (9-390-021)

Technology Collaboration in Europe (9-389-130) [out of print]

Note on Global Technology Flows (9-389-132)

Canada Packers and the Canada-U.S. Free Trade Agreement (9-391-177)

[Korea's Technology Strategy](#) (9-388-137)

### **On International Political Economy**

The General Agreement on Tariffs and Trade (9-793-099)

U.S. Controls on Technology Exports (9-389-137) [out of print]

State and Markets in South Korea (9-387-181)

Socialism and Modernization in China (9-388-115) [out of print]

OPEC and the World Oil Industry (9-388-016) [out of print]

Oil and Democracy in Venezuela (9-387-149) [out of print]

### **On Industry Restructuring** [all out of print]

Note on the Ethylene and Commodity Plastics Industries (9-385-066)

Montedison, S.p.A. (A) (4-385-065)

Restructuring European Petrochemicals:

BASF A.G. (9-385-201)

Hoechst A.G. (9-385-202)

Imperial Chemical Industries (9-385-203)

British Petroleum (9-385-204)

Exxon Chemical (9-385-205)

Royal Dutch/Shell (9-385-206)

Dow Chemical (9-385-207)

E.N.I. (9-385-208)

French Companies and the Government (9-385-209)

Industry Groups and European Comm. (9-385-210)

Regional Data (9-385-217)

### **Videotapes**

Xerox and Fuji Xerox: Comments by Xerox SVP Julius Marcus (9-794-519)

Xerox and Fuji Xerox: Comments by Xerox CEO Paul Allaire (9-792-514)

Trade Policy and Firm Strategy: Assistant USTR Joseph Massey (9-794-520)

Collision Course in Commercial Aircraft: Airbus CEO Jean Pierson (9-792-503)

Fusion Systems Corporation: Comments by CEO Don Spero (9-792-502)

Zenith and High-Definition Television, 1990: CEO Jerry Pearlman (9-891-513)