

Harvard Business School Case Studies on women in business:

Chronologically Latest to Earliest, based on a search by “women business cases:” See: http://harvardbusinessonline.hbsp.harvard.edu/b02/en/cases/cases_home.jhtml

(C200 Case Study Initiative: 1998-2003: 56-129)

Dr. Myra M. Hart case materials (51 co-authored by MMH):

<http://drfd.hbs.edu/fit/public/facultyInfo.do?facInfo=pub&facEmId=mhart%40hbs.edu#course>

1. [Nike's Global Women's Fitness Business: Driving Strategic Integration](#)

Published: Apr 23, 2007

Type: Case (Field)

...Nike's Global Women's Fitness Business: Driving Strategic Integration Publication

Date...men's training, basketball, soccer, women's fitness, and sportswear. For...manager of Nike's global women's fitness business, and a team of individuals...

2. [Madam C.J. Walker: Entrepreneur, Leader, and Philanthropist](#)

Published: Mar 26, 2007

Type: Case (Library)

...first self-made African-American woman millionaire, created a hair-care...to thousands of African-American women and marketed its products around...Entrepreneurship , Leadership, Philanthropy, Social enterprise, Women in business. Setting: United States; Cosmetic; Hair...

3. [Hallstead Jewelers](#)

Published: Mar 08, 2007

Type: Case (Gen Exp)

Summary of Hallstead Jewelers, by William J. Bruns Jr.. Find this and other business articles and publications at Harvard Business School Publishing.

4. [Unitus \(A\): Microfinance 2.0--Reinventing an Industry](#)

Published: Feb 28, 2007

Type: Case (Field)

...ll eat for a day. Give a women microcredit, she, her husband, her children, and...in the microfinance industry, describes the Unitus business model, and sets up an important decision...

5. [Tanishq, Video \(DVD\): Positioning to Capture the Indian Woman's Heart](#)

Published: Feb 01, 2007

Type: Case Video, DVD

...to this page. Quantity Format Price Hard Copy \$150.00 each Description: Supplements the (A) case. An abstract is not available for this product. Subjects Covered: Brands, International marketing, Positioning...

6. [Marimekko](#)

Published: Jan 25, 2007

Type: Case (Field)

...Source: Richard Ivey School of Business/UWO Length: 19p Email a...the STAR framework; explore the business model of Marimekko; talk about...Internationalization, Organizational structure, Succession planning, Women in business. Setting: Finland; Apparel & textile industries...

7. [Liz Claiborne and the New Working Woman](#)

Published: Nov 09, 2006

Type: Case (Library)

...milestone faster than any other business up to that point in...comfortable clothes for busy American women. Subjects Covered: Business history, Contextual intelligence, Demographics, Entrepreneurship...Demographics, Entrepreneurship, Leadership, Outsourcing, Vision, Women executives. Setting: Global; New York...

8. [Circles: The First 10 Years](#)

Published: Sep 28, 2006

Type: Case (Field)

...update to the original "Circles" case (first written in July of...written in July of 2003; case # E-160) builds on this...Growth, Service management, Start-ups, Women-owned businesses. Setting: Service industries...

9. [Cathy Benko: WINning at Deloitte \(A\)](#)

Published: Sep 28, 2006

Type: Case (Field)

...to motivate high potential leaders. Subjects Covered: Career advancement, Employee promotions, Leadership, Negotiations, Organizational change, Women. Setting: United States; Consulting firms; \$7 billion revenues;...

10. [Go Red For Women: Raising Heart Health Awareness](#)

Published: Sep 21, 2006

Type: Color Case

...Red For Women: Raising Heart Health Awareness Publication...highly successful Go Red For Women campaign to help women understand their risk for heart...long-term movement focused on women and their prevention of heart...

11. [Leadership in Law: Amy Schulman at DLA Piper](#)

Published: Aug 30, 2006

Type: Case (Field)

...several issues: success factors for business building; discussion of the status...discussion of the status of women in law; career planning; leading...Management teams, Professional service firms, Women executives, Women in business, Work life balance. Setting: Global...

12. [Tanishq: Positioning to Capture the Indian Woman's Heart](#)

Published: Aug 29, 2006

Type: Color Case

...Law Description: To maximize their effectiveness, color cases should be printed in color. The firm...to serve the "traditional yet modern" Indian woman. The brand still carries some baggage from...

13. [Shapiro Global](#)

Published: Aug 04, 2006

Type: Case (Gen Exp)

...Subjects Covered: Career changes, Employee attitude, Families & family life, Human resources management, International management, Women in business, Work life balance. Setting: Singapore; 2002-2004...

14. [Shahla Nawabi: Reconstructing Afghanistan](#)

Published: Jul 20, 2006

Type: Case (Field)

...her native Afghanistan--as a woman pursuing an entrepreneurial career in...Afghanistan and the position of women in the country to explore...Conflict, Country analysis, Entrepreneurs, Globalization, Women-owned businesses. Setting: Afghanistan; Construction...

15. [Wendy Kopp and Teach for America \(A\)](#)

Published: Jun 27, 2006

Type: Case (Field)

...Subjects Covered: Careers & career planning, Entrepreneurial management, Families & family life, Leadership development, Recruitment, Social enterprise, Women executives. Setting: United States; Education industry;...

16. [Dana Hall: Funding a Mission \(A\)](#)

Published: Jun 14, 2006

Type: Case (Field)

...of Blair Jenkins, head of school, this case examines the difficult mission and funding decisions...Financing, Fund raising, Mission statements, Strategy formulation, Women. Setting: New England; United States; Education industry...

17. [Willa Seldon at Tides Center \(A\)](#)

Published: May 16, 2006

Type: Case (Field)

...Argentina (A) New Profit, Inc.: Governing the Nonprofit Enterprise Description: Willa Seldon, an African-American woman with 16 years of for-profit experience, was hired as executive director of Tides...

18. [Managing a Public Image: Cheri Mack](#)

Published: Apr 17, 2006

Type: Case (Field)

...Cheri Mack, an African-American woman, has just arrived at Harvard...has just arrived at Harvard Business School after working for three...career planning, Diversity, Leadership, Styles, Women in business. Setting: 2004 Teaching Notes: May...

19. [The Market and the Mountain Kingdom: Change in Lesotho's Textile Industry](#)

Published: Mar 09, 2006

Type: Case (Field)

...than 50,000 workers, mostly women, were employed in the textile...decisions in Africa. Subjects Covered: Business & government, Economic development, Economic policy...Economic policy, Foreign investment, International business, Labor unions, Protected groups, Trade...

20. [Negotiating Star Compensation at the USAWBL \(A-1\): Confidential Instructions for Jesse J](#)

Published: Jan 05, 2006

Type: Case (Gen Exp)

...In this three-party negotiation exercise, Jesse J, star center in the U.S.A. **Women's** Basketball League, with her agent, is negotiating a possible compensation package with the...

21. [R. J. Reynolds's Dakota Cigarette \(B\): Designed for Young Women](#)

Published: Jan 01, 2006

Type: Case (Field)

...Cigarette (B): Designed for Young Women Publication Date: Jan 1, 2006...Cigarette (A1): Designed for Young Women (KEL160) 7p Robbin Derry, Sachin...Cigarette (A2): Designed for Young Women (KEL161) 7p Robbin Derry, Sachin...

22. [R. J. Reynolds's Dakota Cigarette \(A2\): Designed for Young Women](#)

Published: Jan 01, 2006

Type: Case (Field)

...Cigarette (A2): Designed for Young **Women** Publication Date: Jan 1, 2006...Cigarette (A1): Designed for Young **Women** (KEL160) 7p Robbin Derry, Sachin...Cigarette (B): Designed for Young **Women** (KEL162) 7p Robbin Derry, Sachin...

23. [R. J. Reynolds's Dakota Cigarette \(A1\): Designed for Young Women](#)

Published: Jan 01, 2006

Type: Case (Field)

...Cigarette (A1): Designed for Young **Women** Publication Date: Jan 1, 2006...Cigarette (A2): Designed for Young **Women** (KEL161) 7p Robbin Derry, Sachin...Cigarette (B): Designed for Young **Women** (KEL162) 7p Robbin Derry, Sachin...

24. [Stumbling Giant: R. J. Reynolds in the 1980s](#)

Published: Jan 01, 2006

Type: Case (Field)

...Cigarette (A1): Designed for Young **Women** (KEL160) 7p Robbin Derry, Sachin...Cigarette (A2): Designed for Young **Women** (KEL161) 7p Robbin Derry, Sachin...Cigarette (B): Designed for Young **Women** (KEL162) 7p Robbin Derry, Sachin...

25. [Two Tough Calls \(A\)](#)

Published: Nov 16, 2005

Type: Case (Field)

...Beavis, Butt-head, and TV Content (A) **Business** Ethics: A View from the Trenches Personal...problems, Ethics, Human resources management, Terminations, **Women in business**. Setting: Internet & online services industries; Retail...

26. [Marilyn Carlson Nelson and the Carlson Companies' Renaissance](#)

Published: Nov 08, 2005

Type: Case (Field)

...protagonist, tracing her career in **business** and civic associations, her youth...motivated capabilities by an authentic **business** leader. Subjects Covered: **Business** philosophy, Change management, Corporate culture...Leadership, Outsourcing, Personal strategy & style, **Women** executives. Setting: United States; Travel...

27. [Jeanette Clough at Mount Auburn Hospital](#)

Published: Nov 03, 2005

Type: Case (Field)

...organization. Subjects Covered: Change management, Collaboration, Hospitals, Leadership, Nonprofits, Organizational behavior, Organizational change, Power & influence, **Women** executives. Setting: Boston, MA; Health ...

28. [Bennie Wiley at The Partnership, Inc.](#)

Published: Oct 24, 2005

Type: Case (Field)

...reflects your values. Subjects Covered: African Americans, **Business** models, Careers & career planning, Diversity, General management...ethnic groups, Nonprofit sector, Power & influence, **Women in business**. Setting: Boston, MA; United States; 5...

29. [The Augusta National Golf Club Controversy \(A\)](#)

Published: Oct 05, 2005

Type: Case (Field)

...is widely believed to exclude **women**. When feminist advocate Martha Burk...of the National Council of **Women's** Organizations (NCWO), battles Hootie...Nongovernmental organizations, Partnerships, Sex discrimination, **Women in business**. Setting: Georgia; Washington; Golf; 2002...

30. [Martha Goldberg Aronson: Leadership Decisions at Mid-Career](#)

Published: Sep 23, 2005

Type: Case (Field)

...Provides information about the practical, personal, and **business** challenges of an international assignment. Raises questions...family life, International operations, Leadership, Overseas employment, **Women** executives. Setting: Europe; United States; Medical equipment...

31. [Sheryle Bolton](#)

Published: Sep 13, 2005

Type: Case (Field)

...Commentary) Required Reading for Executive **Women**--and the Companies Who Need...Them (HBR Article Collection) Executive **Women** and the Myth of Having...career planning, Entrepreneurs, Social issues, **Women in business**, Work life balance. Setting: Education...

32. [Amy Baker](#)

Published: Sep 13, 2005

Type: Case (Field)

...to minimize risk by licensing it. Subjects Covered: Entrepreneurial finance, Entrepreneurs, Licensing, Risk management, Trademarks, **Women in business**. Setting: Consumer products...

33. [Katrina Garnett](#)

Published: Sep 12, 2005

Type: Case (Field)

...they simply assumed that the **business** would go to the board...Objective: To examine how a **woman** entrepreneur should best manage her...of directors, Entrepreneurs, IPO, Leadership, **Women** executives. Setting: Software industry...

34. [Rosemary Brooks](#)

Published: Sep 12, 2005

Type: Case (Field)

...the opportunity: were the economics of the **business** model sound? What were the immediate funding...Careers & career planning, CEO, Entrepreneurs, Partnerships, **Women in business**, Work life balance. Setting: Consumer products...

35. [Jo Anne Heywood \(A\)](#)

Published: Sep 11, 2005

Type: Case (Field)

...next board meeting. Subjects Covered: Board of directors, Communication, Leadership, Sales, Sales force management, **Women in business**. Supplemental Material(s): Jo Anne Heywood (B) (E204B) 2p Garth Saloner, Angie Strange...

36. [Agora SA](#)

Published: Sep 08, 2005

Type: Case (Library)

...between indigenous companies at multinationals. Subjects Covered: **Business** growth, Competitive advantage, Competitive environment, Corporate strategy...strategy, Diversification, Emerging markets, Globalization, Market structure, **Women** executives. Setting: Poland; Media; Newspaper; \$274.3...

37. [New Century Brewing: Moonshot Caffeinated Beer](#)

Published: Aug 18, 2005

Type: Case (Field)

...Number: 905A14 Source: Richard Ivey School of **Business**/UWO Length: 11p Email a link to...Differentiation, Entrepreneurship, Marketing management, Product introduction, **Women in business**. Setting: United States; Beer; 2005 Teaching...

38. [Idea Village \(A\)](#)

Published: Jul 06, 2005

Type: Case (Field)

...TV ads, must decide whether to launch a campaign touting a hair removal product for **women**. Explains the direct-response industry and contrasts its methodology with traditional consumer goods marketing...

39. [Village Automotive Group](#)

Published: May 24, 2005

Type: Case (Field)

...Source: Richard Ivey School of **Business**/UWO Length: 16p Email a...a highly successful automobile retail **business**. As the owner reaches retirement...analysis, Leadership, Retirement, Succession planning, **Women in business**. Setting: United States; Gasoline; 2004...

40. [Myriad and OncorMed and the Marketing of the First Genetic Tests for Breast Cancer ...](#)

Published: May 01, 2005

Type: Case (Field)

...companies had offered genetic testing only to women who participated in their research studies, in...on the psychological and social effects on women who were tested were still evolving. Those...

41. [Ilene Lang and the Catalyst Search \(A\)](#)

Published: Apr 12, 2005

Type: Case (Field)

...nonprofit organization dedicated to championing women in professional ranks, is searching...strategies, work/family choices, and women in business. Subjects Covered: Career changes, Careers...life, High technology, Leadership, Nonprofits, Women executives, Women in business. Setting: New York, NY; \$8...

42. [Zeneca's Direct-to-Consumer Advertising of Nolvadex \(R\)](#)

Published: Apr 12, 2005

Type: Case (Field)

...reducing the risk of breast cancer in women at high risk, an estimated 9 million...at high risk, an estimated 9 million women in the United States. Details Zeneca's...

43. [Oprah!](#)

Published: Mar 08, 2005

Type: Case (Compilation)

...her to become the wealthiest women in the entertainment industry and...audience and later guided her business and philanthropic activities. Raises questions...family life, Leadership, Learning, Philanthropy, Women in business. Setting: United States; Entertainment industry...

44. [Anne Mulcahy: Leading Xerox Through the Perfect Storm \(A\)](#)

Published: Jan 26, 2005

Type: Case (Field)

...Covered: Bankruptcy, Career advancement, Crisis management, Families & family life, Leadership, Organizational behavior, SEC, Strategy formulation, Women executives. Setting: Stock markets; 2002 Supplemental Material...

45. [Changing Times at the NBA](#)

Published: Jan 10, 2005

Type: Case (Field)

...Hockey League The NFL-Network Television Contracts, 1998-2005 Robert Mondavi and the Wine Industry Women's National Basketball Association (WNBA) Description: David Stern, commissioner of the National Basketball Association...

46. [Managing Diversity at Cityside Financial Services](#)

Published: Dec 10, 2004

Type: Case (Library)

...in raising the numbers of women to 50% of all employees...executives. Cityside operated a profitable business with high customer satisfaction rates...a successful model of the "business case for diversity." Therefore, the bank...

47. [Making China Beautiful: Shiseido and the China Market](#)

Published: Oct 14, 2004

Type: Case (Field)

...brand specifically aimed at Chinese women. Further growth followed, and in...challenges of growing the China business further in the face of...of resources in a global business. Learning Objective: To illustrate the...

48. [WTA Tour, Inc.](#)

Published: Oct 06, 2004

Type: Case (Field)

...receive an electronic download. \$6.15 each Description: Examines the structure and practices of the Women's Tennis Association board of directors. Gives students the opportunity to consider the points...

49. [Prospect College](#)

Published: Sep 08, 2004

Type: Case (Field)

...should hire seasoned industry veterans. Subjects Covered: Age discrimination, Education, Entrepreneurial venture, Fund raising, Women in business. Setting: California; Education industry Teaching Notes:...

50. [Adiana, Inc., and the Development of a Female Sterilization Device](#)

Published: Apr 01, 2004

Type: Case (Field)

...the company would treat the women who enrolled in the clinical...the company would assume in cases where the device failed to...has a duty to compensate women harmed in a U.S...

51. [Staffing Wal-Mart Stores, Inc. \(A\)](#)

Published: Jan 20, 2004

Type: Case (Field)

...glaring areas--the percentage of women compared to men at all...and the compensation paid to women vs. men at all levels...Human resources management, Litigation, Recruitment, Women. Setting: United States; Merchandising; large...

52. [The Chicago Public Education Fund \(A\)](#)

Published: Jan 01, 2004

Type: Case (Field)

...applied to public education. Subjects Covered: Nonprofit marketing, Performance management, Philanthropy, Strategic planning, Venture capital, Women executives. Setting: Education industry; 2001 Supplemental Material...

53. [Mary Kay Inc.: Direct Selling and the Challenge of Online Channels](#)

Published: Jan 01, 2004

Type: Case (Field)

...also bought... HP Consumer Products Business Organization: Distributing Printers via the...best-known direct sellers of women's cosmetics in the world...its core goal of "Improving Women's Lives." Discusses ways Internet...

54. [Myriad \(A\): Breast Cancer Testing in the United States](#)

Published: Jan 01, 2004

Type: Case (Pub Mat)

...Myriad's discovery of the BRCA gene, capable of genetic testing for breast cancer in women, Myriad needed to choose a strategy to provide this service to the public. With...

55. [Camilla Denison \(A\)](#)

Published: Dec 12, 2003

Type: Case (Field)

...jobs. Students discover the attributes of a woman who has been successful in tough management...Career advancement, Factories, Leadership, Manufacturing, Operations management, Women executives. Setting: Michigan; Automotive industry; 1982-2002...

56. [Beverly Stern: Retail Executive](#)

Published: Nov 18, 2003

Type: Case (Field)

...a new retail division of Gymboree. The case allows students to understand the career of...planning, Decision making, Merchandising, Operations management, Women in business. Setting: Retail industry; 1989-2003...

57. [Union Corrugating Co. \(B\)](#)

Published: Nov 03, 2003

Type: Case (Field)

...step is in a successful turnaround. Subjects Covered: Competition, Entrepreneurs, Family owned businesses, Small business, Women. Setting: Fayetteville, NC; Building materials industries; Steel industry; \$30 million...

58. [The PEARL Project: Work Patterns at Ditto \(A\), Spanish Version](#)

Published: Sep 23, 2003

Type: LACC Case

...is a rewritten version of an earlier case. Subjects Covered: Career advancement, Families & family life...development, Software, Success, Teams, Time management, Women in business, Work hours. Setting: East Coast; High...

59. [The PEARL Project: Work Patterns at Ditto \(A\)](#)

Published: Sep 23, 2003

Type: Case (Compilation)

...is a rewritten version of an earlier case. Subjects Covered: Career advancement, Families & family life...development, Software, Success, Teams, Time management, Women in business, Work hours. Setting: East Coast; High...

60. [Laura Barr: Work Patterns at Ditto \(B\), Spanish Version](#)

Published: Sep 23, 2003

Type: LACC Case

...is a rewritten version of an earlier **case**. Subjects Covered: Career advancement, Families & family life...development, Software, Success, Teams, Time management, **Women in business**, Work hours. Setting: East Coast; High...

61. [Laura Barr: Work Patterns at Ditto \(B\)](#)

Published: Sep 23, 2003

Type: Case (Compilation)

...is a rewritten version of an earlier **case**. Subjects Covered: Career advancement, Families & family life...development, Software, Success, Teams, Time management, **Women in business**, Work hours. Setting: East Coast; High...

62. [Carol Brewer's Investments](#)

Published: Jul 30, 2003

Type: Case (Field)

...management of her family's investments. This **case** describes the decisions Brewer made during this...Asset allocation, Asset management, Portfolio management, Retirement, **Women**. Setting: District of Columbia; Asset management; \$1...

63. [Recyclable by Nature, Spanish Version](#)

Published: Jul 25, 2003

Type: LACC Case

...society organization founded to promote volunteer work, **women's** potential, and community enhancement. Tetra Pak...alliances as a relationship portfolio. Subjects Covered: **Business & society**, Recycling, Social enterprise, Strategic alliances. Setting...

64. [Recyclable by Nature](#)

Published: Jul 25, 2003

Type: Case (Field)

...chapter of Junior League International, was a civil society organization founded to promote volunteer work, **women's** potential, and community enhancement. Tetra Pak was the world's leader in multilayer...

65. [Circles](#)

Published: Jul 21, 2003

Type: Case (Field)

...Circles: Series D Financing Zipcar: Refining the **Business** Model Description: Circles is a company that...morale, Entrepreneurs, Growth management, Service organizations, **Women in business**. Setting: \$50 million revenues; 200 employees...

66. [Carol Fishman Cohen: Professional Career Reentry \(A\)](#)

Published: May 14, 2003

Type: Case (Field)

...Explores the career challenges facing highly successful **women** who leave the full-time workforce for...Families & family life, Personal strategy & style, **Women in business**, Work environments. Setting: Boston, MA; 157...

67. [Oprah Winfrey](#)

Published: May 08, 2003

Type: Case (Field)

...faces Winfrey herself: What should come next? Subjects Covered: Brands, Entrepreneurship, Leadership, Power & influence, **Women in business**. Setting: Chicago, IL; Entertainment industry; Advertising industry; \$450 million...

68. [Operational Execution at Arrow Electronics](#)

Published: Apr 10, 2003

Type: Case (Field)

...components and computer products are described. The **case** also details the actions the company takes...Inventory control, Quality control, Supply chain, Warehousing, **Women** executives. Setting: United States; Electronic components; \$10...

69. [Irene Rodakis: Video Update, Summer 2002](#)

Published: Apr 01, 2003

Type: Case Video

...on Irene Rodakis's daily life. Subjects Covered: Careers & career planning, Decision making, Self evaluation, **Women**. Supplemental Material(s): Must Be Used With: Irene Rodakis (Multimedia **Case**) (9-403-101...

70. [ZARA: Fast Fashion](#)

Published: Apr 01, 2003

Type: Case (Field)

...response system for its ZARA chain. Instead of predicting months before a season starts what women will want to wear, ZARA observes what's selling and what's not and...

71. [Harlequin Enterprises: The MIRA Decision](#)

Published: Mar 18, 2003

Type: Case (Field)

...growing popularity of single-title, women's fiction novels. Harlequin was...many single-title romance and women's fiction books as series...share in a growing total women's fiction market, Harlequin convened...

72. [Brioni](#)

Published: Feb 11, 2003

Type: Color Case

...To maximize their effectiveness, color cases should be printed in color...extend its line to include women's apparel? The opportunity is...different organizational demands of the women's fashion business. Includes color exhibits. Learning Objective...

73. [Zipcar: Refining the Business Model](#)

Published: Jan 13, 2003

Type: Case (Field)

...via a membership organization. This case describes several iterations of the...actual operating results. Subjects Covered: Business models, Business plans, Entrepreneurship, Financing, Growth strategy...Logos, Operating costs, Wireless technologies, Women in business. Setting: Boston, MA; Car & truck...

74. [Guide Dogs for the Blind Association](#)

Published: Jan 09, 2003

Type: Case (Field)

...Source of Resources The AT&T Foundation Women's World Banking: Catalytic Change Through Networks...and lack of optimum resource utilization this case prevented services from being delivered to many...

75. [Holt Renfrew](#)

Published: Nov 29, 2002

Type: Case (Field)

...Source: Richard Ivey School of Business/UWO Length: 4p Email a...retailer of men's and women's fashions, has been asked...upgrade the distribution systems and business processes, and re-allocate human...

76. [Calvin Klein, Inc. vs. Warnaco Group, Inc.](#)

Published: Nov 19, 2002

Type: Case (Library)

...through warehouse clubs as acceptable business practice. The countersuit further claimed...brand advertising. It was a case that would potentially rewrite the...equity of the brand. This case presents extensive background facts. Learning...

77. [Innermotion \(A\)](#)

Published: Oct 29, 2002

Type: Case (Field)

...operations. Grants from Violence Against Women Act (VAWA) and Victims of...clear priority and focus. This case describes the factors that Executive...Innermotion's activities. Subjects Covered: Business government relations, Fund raising, Psychology...

78. [Union Corrugating Co. \(A\)](#)

Published: Oct 28, 2002

Type: Case (Field)

...Lauri Union graduates from Harvard Business School and takes over her...old and performing poorly. This case details Union's efforts to...Covered: Entrepreneurs, Family-owned businesses, Women. Setting: Fayetteville, NC; Building materials...

79. [Athleta](#)

Published: Sep 09, 2002

Type: Case (Field)

...catalog and online retailer of women's athletic clothing. The company...Learning Objective: To discuss the business model, strategy, and financing plan...stage retailer. Subjects Covered: Apparel, Business models, Catalogs, Entrepreneurial finance, Entrepreneurial...

80. [Tiffany & Co.--1993, Spanish Version](#)

Published: Jul 12, 2002

Type: LACC Case

Summary of Tiffany & Co.--1993, Spanish Version, by W. Carl Kester, Kendall Backstrand. Find this and other business articles and publications at Harvard Business School Publishing.

81. [The Studio](#)

Published: Jun 28, 2002

Type: Case (Field)

...a successful 23-year old women's apparel store are facing...financial stability of the existing business? Subjects Covered: Apparel, Marketing management...Covered: Apparel, Marketing management, Small business, Women in business. Setting: Brookline, MA; Retail industry...

82. [Vans: Skating on Air](#)

Published: Jun 22, 2002

Type: Case (Field)

...about two product lines that are struggling--the outdoor line of hiking shoes and the women's collection. More broadly, Vans is currently embarking on a number of new ventures...

83. [Women and Power: Stories from Around the Globe](#)

Published: Mar 05, 2002

Type: Case (Library)

...Women and Power: Stories from Around...to power. In many countries, women represent one of these disenfranchised...one of these disenfranchised groups. Women around the world are disproportionately...

84. [Zipcar](#)

Published: Oct 01, 2001

Type: Case (Field)

...provides background on writing the business plan, creating a budget and...developing a management team, creating business partnerships, and financing the businesses...Entrepreneurship, Financing, Leadership, Venture capital, Women in business. Setting: Boston, MA; Car & truck...

85. [Paula Evans and the Redesign of the Cambridge Rindge and Latin School \(A\), Spanish Version](#)

Published: Jul 17, 2001

Type: LACC Case

...initiative. Subjects Covered: Change management, Diversity, Education, Leadership, Organizational change, Public administration, Reorganization, Restructuring, Women. Setting: Cambridge, MA; Academic administration...

86. [Paula Evans and the Redesign of the Cambridge Rindge and Latin School \(A\)](#)

Published: Jul 17, 2001

Type: Case (Field)

...initiative. Subjects Covered: Change management, Diversity, Education, Leadership, Organizational change, Public administration, Reorganization, Restructuring, Women. Setting: Cambridge, MA; Academic administration...

87. [Bobbie D'Alessandro and the Redesign of the Cambridge Rindge and Latin School](#)

Published: Jul 17, 2001

Type: Case (Field)

...success. Subjects Covered: Change management, Diversity, Education, Leadership, Organizational change, Public administration, Reorganization, Restructuring, Women. Setting: Cambridge, MA; Academic administration; Government...

88. [Katharine Graham](#)

Published: Mar 31, 2001

Type: Case (Library)

...of the first high-profile women to lead a major public...differs from those of other business leaders in that she was...Organizational behavior, Power & influence, Values, Women in business. Setting: District of Columbia; Newspaper...

90. [Yvette Hyater-Adams and Terry Larsen at CoreStates Financial Corp.](#)

Published: Mar 16, 2001

Type: Case (Field)

...Larsen were leading the organization through. This case discusses the impact their relationship had on...career planning, Diversity, Leadership, Mentors, Organizational change, Women.
Setting: Philadelphia, PA; Banking industry; 2,000...

91. [Estee Lauder and the Market for Prestige Cosmetics](#)

Published: Feb 07, 2001

Type: Case (Pub Mat)

...and bumble: Building a Successful **Business** in Beauty and Fashion L...widespread socioeconomic shifts were altering **women's** possibilities--perceptual and material...Lauder, such shifts presented important **business** opportunities. Invites students to analyze...

92. [Tetra Pak: Freedom with Accountability](#)

Published: Jan 01, 2001

Type: Case (Field)

...the strategy. Subjects Covered: Cross cultural relations, Environmental protection, Globalization, Multinational corporations, Packaging, Strategy formulation, **Women** executives.
Setting: Global; Packaging, carton & ...

93. [The Individual and the Corporation: Kathy Levinson and ETRADE \(A\)](#)

Published: Oct 25, 2000

Type: Case (Field)

...marriages between a man and a **woman**. This **case** provides background for Levinson's decision...lesbians, Leadership, New economy, Values, **Women** executives, **Women** in **business**. Setting: California; Securities & investing; \$700...

94. [Avon Products \(A\)](#)

Published: Oct 23, 2000

Type: Case (Field)

...decide whether to promote a **woman** to the position of vice...and one of the first **women** in Mexico to attain this...calls for the advancement of **women** at all levels of the...

95. [Avon Products \(B\)](#)

Published: Oct 23, 2000

Type: Case (Field)

...of the decision taken in the (A) **case**. Describes the subsequent challenges faced by Avon...Cross cultural relations, Diversity, Globalization, Sex discrimination, **Women**. Setting: New York, NY; Personal care products...

96. [Freeport Studio](#)

Published: Sep 05, 2000

Type: Color Case

...To maximize their effectiveness, color **cases** should be printed in color...founded in 1998 to sell **women's** clothing by catalog. First...and growing a direct mail **business**. In focusing the **case** on both the creative and...

97. [Dawn Riley at America True \(C1\)](#)

Published: Jul 07, 2000

Type: Case (Field)

...This version of the (C) **case** can be taught independently of...of the (A) and (B) **cases**. Dawn Riley, CEO/Captain of...Organizational behavior, Power & influence, Sports, **Women**. Setting: Auckland; Sports industry; start...

98. [Dawn Riley at America True \(C\)](#)

Published: Jul 07, 2000

Type: Case (Field)

...create a collaborative decision making approach? This **case** provides information on sailing and design programs...Management styles, Organizational behavior, Power & influence, Sports, **Women**. Setting: Auckland; Sports industry; start-up; 100...

99. [Dawn Riley at America True \(A\)](#)

Published: Jul 07, 2000

Type: Case (Field)

...and power. Subjects Covered: Diversity, Entrepreneurial management, Leadership, Management styles, Organizational behavior, Power & influence, Sports, **Women**. Setting: San Francisco, CA; Sports industry; start-up; 100...

100. [TixToGo: Financing a Silicon Valley Start-Up](#)

Published: Apr 10, 2000

Type: Case (Field)

...Francisco in 1997. While the **business** model seems quite attractive, TixToGo...financing needs, and assess a **business** model. Subjects Covered: **Business** models, Electronic commerce, Entrepreneurial finance...Entrepreneurial finance, Services, Venture capital, **Women** executives. Setting: Silicon Valley; Service...

101. [Jeanne Lewis at Staples, Inc. \(A\) \(Abridged\)](#)

Published: Mar 23, 2000

Type: Case (Field)

...the ropes" before he moves on. This case is set nine months after she begins...management, Organizational change, Power & influence, Succession planning, Women. Setting: Boston, MA; Office supplies industry; \$5...

102. [Magdalena Yesil](#)

Published: Mar 15, 2000

Type: Case (Field)

...partner at US Venture Partners. This case discusses career progression, entrepreneurship, and deciding...career planning, Entrepreneurs, Venture capital, Women, Women executives, Women in business. Setting: Menlo Park, CA; Securities...

103. [Jill Greenthal at Donaldson, Lufkin & Jenrette: The TCI/AT&T Deal \(B\)](#)

Published: Mar 14, 2000

Type: Case (Field)

...in 2006: Leading the Next Generation of Business and Information Technology Consulting
Rob Parson at...management, Investment banking, Leadership, Service management, Women in business. Setting: New York, NY; Boston, MA...

104. [Jill Greenthal at Donaldson, Lufkin & Jenrette: The TCI/AT&T Deal \(A\)](#)

Published: Mar 14, 2000

Type: Case (Field)

...in 2006: Leading the Next Generation of Business and Information Technology Consulting
Description: Jill Greenthal...management, Investment banking, Leadership, Service management, Women in business. Setting: New York, NY; Boston, MA...

105. [The People's Light and Theatre Company](#)

Published: Mar 09, 2000

Type: Case (Field)

...management philosophies and artistic methods of the case protagonist, Artistic Director Abigail Adams. Learning Objective...management, Management of professionals, Software, Strategy formulation, Women executives. Setting: Malvern, PA; Arts, entertainment & sports...

106. [Women.com](#)

Published: Feb 04, 2000

Type: Case (Field)

...Women.com Publication Date: Feb 4...Marleen McDaniel have founded a women's online network and watched...commerce, Entrepreneurship, Internet, Virtual communities, Women, Women in business. Setting: San Mateo, CA; Internet...

107. [Talbots: A Classic, Spanish Version](#)

Published: Jan 26, 2000

Type: LACC Case

...to attract a younger customer segment. This case traces why the \$1 billion women's...This case traces why the \$1 billion women's clothing retailer decided to attract younger...

108. [Talbots: A Classic](#)

Published: Jan 26, 2000

Type: Case (Field)

...Enterprises, Inc. Nordstrom: The Turnaround Description: This case traces why the \$1 billion women's...This case traces why the \$1 billion women's clothing retailer, decided to, attract younger...

109. [Taran Swan at Nickelodeon Latin America, Video \(DVD\)](#)

Published: Jan 01, 2000

Type: Case Video, DVD

...students about the events covered in the case. She discusses her definition of a leader...Management styles, Organizational behavior, Power & influence, Teams, Women. Must Be Used With: Taran Swan at...

110. [Taran Swan at Nickelodeon Latin America, Video](#)

Published: Jan 01, 2000

Type: Case Video

...students about the events covered in the case. She discusses her definition of a leader...Management styles, Organizational behavior, Power & influence, Teams, Women. Must Be Used With: Taran Swan at...

111. [Beautiful Legs by Post](#)

Published: Jan 01, 2000

Type: Case (Field)

...Microsoft Office 2000 Beta Golf Business Plan for Room for Dessert...up of a mail order business selling women's tights in Britain. The...upon graduation, they started the business. Presents the business plan, which was written to...

112. [Women's World Banking: Catalytic Change Through Networks](#)

Published: Oct 13, 1999

Type: Case (Field)

...Women's World Banking: Catalytic Change...Description: Describes the evolution of Women's World Banking, an international...promoting financial access for poor women. Explores the organization's development...

113. [Deloitte & Touche \(B\): Changing the Workplace](#)

Published: Sep 28, 1999

Type: Case (Field)

...in Tough Times (A) Description: Deloitte & Touche women's initiative changed the workplace culture at...management, Corporate culture, Human resources management, Women in business. Setting: United States; Accounting & consulting industries...

114. [Deloitte & Touche \(A\): A Hole in the Pipeline, Spanish Version](#)

Published: Sep 28, 1999

Type: LACC Case

...Version Description: Deloitte & Touche was losing talented women, and CEO Mike Cook wanted to stop...management, Corporate culture, Human resources management, Women in business. Setting: United States; Accounting & consulting industries...

115. [Deloitte & Touche \(A\): A Hole in the Pipeline](#)

Published: Sep 28, 1999

Type: Case (Field)

...11 Description: Deloitte & Touche was losing talented women, and CEO Mike Cook wanted to stop...management, Corporate culture, Human resources management, Women in business. Setting: United States; Accounting industry; 1991...

116. [Trisha Wilson of Wilson & Associates, Spanish Version](#)

Published: Sep 02, 1999

Type: LACC Case

...ensure that the "Wilson way" of doing business can be replicated and scaled? Teaching Purpose...Subjects Covered: Creativity, Entrepreneurship, Growth management, Women in business, Work environment. Setting: Dallas, TX; Lodging...

117. [Trisha Wilson of Wilson & Associates](#)

Published: Sep 02, 1999

Type: Case (Field)

...ensure that the "Wilson way" of doing business can be replicated and scaled? Learning Objective...Subjects Covered: Creativity, Entrepreneurship, Growth management, Women in business, Work environment. Setting: Dallas, TX; Lodging...

118. [Taran Swan at Nickelodeon Latin America \(A\)](#)

Published: Aug 15, 1999

Type: Case (Field)

...and working relationships with her team? The case describes the channel's launch and first...Management styles, Organizational behavior, Power & influence, Teams, Women. Setting: Miami, FL; Cable television industry; 1998...

119. [Leaving, Spanish Version](#)

Published: Aug 06, 1999

Type: LACC Case

...download. \$6.15 each Description: A company supervisor listens to an employee, an African-American woman, announce she is leaving the company and tries to understand the situation. Learning Objective...

120. [Leaving](#)

Published: Aug 06, 1999

Type: Case (Field)

...B): Exit Jack Rivkin Description: A company supervisor listens to an employee, an African American woman, announce she is leaving the company and tries to understand the situation. Learning Objective...

121. [Health Resources & Technology](#)

Published: Aug 04, 1999

Type: Case (Field)

...carriers that then repackage the service with their health care policies. Founded by two Brigham & Women's Hospital physicians in 1989, the company has focused to date on the Latin...

122. [The American Basketball League: The Last Chapter](#)

Published: Jun 25, 1999

Type: Case (Library)

...and competitive positioning versus the Women's National Basketball Association (WNBA...American Basketball League and the Women's National Basketball Association and...Covered: Competition, Consumer marketing, Sports, Women. Setting: United States; Sports industry...

123. [The NFL-Network Television Contracts, 1998-2005](#)

Published: Jun 17, 1999

Type: Case (Field)

...People who bought this item also bought... Women's National Basketball Association (WNBA) Johnson & Johnson...income for the individual NFL teams. The case provides information on the history of the...

124. [Jeanne Lewis at Staples, Inc., Video \(DVD\)](#)

Published: Jun 01, 1999

Type: Case Video, DVD

...the Jeanne Lewis at Staples, Inc. (B) case and gives general reflections on leadership. Subjects...management, Organizational change, Power & influence, Succession planning, Women. Setting: Retail industry Must Be Used With...

125. [Jeanne Lewis at Staples, Inc., Video](#)

Published: Jun 01, 1999

Type: Case Video

...in the Jeanne Lewis at Staples, Inc. (B) case and gives general reflections on leadership. Subjects Covered...management, Organizational change, Power & influence, Succession planning, Women. Setting: Retail industry...

126. [Women's Professional Basketball and the American Basketball League](#)

Published: Apr 02, 1999

Type: Case (Library)

...Women's Professional Basketball and the...the growth and development of women's professional basketball. Particular emphasis...compare and contrast two different business approaches to women's professional basketball in the...

127. [Women's National Basketball Association \(WNBA\)](#)

Published: Feb 22, 1999

Type: Case (Field)

...Women's National Basketball Association (WNBA...the American Basketball League (another women's professional league). Students must...compare and contrast two different business approaches to women's professional basketball in the...

128. [Diana Mondino and Viviana Zocco at S&P Argentina](#)

Published: Jan 01, 1999

Type: Case (Field)

...Standard & Poor's (S&P), business had soared. The young entrepreneurs...considerable support to grow their business and their own talents. All...Economic conditions, Entrepreneurship, Risk assessment, Women. Setting: Argentina...

129. [Medi-Cult: Pricing a Radical Innovation](#)

Published: Jan 01, 1999

Type: Case (Field)

...Highlights the issues involved in the launch of an infertility product and procedure that allows women to become pregnant without having to undergo unpleasant hormone stimulation or experience dangerous side...

130. [Shanghai Jahwa: The Maxam Brand](#)

Published: Dec 16, 1998

Type: Case (Field)

...Source: Richard Ivey School of Business/UWO Length: 18p Email a...players in the industry. This case illustrates management issues relating to...meets the need of urban women looking to soften their hands...

131. [Major League Soccer--1996-98: Now, Later...Never?](#)

Published: Dec 16, 1998

Type: Case (Library)

...The Coolest Game in Nagano" **Women's** National Basketball Association (WNBA...big league" sports arena. This **case** reviews its first several years...Students must determine the basic **business** model of MLS in the...

132. [NHL--1998: "The Coolest Game in Nagano"](#)

Published: Dec 13, 1998

Type: Case (Library)

...League Soccer--1996-98: Now, Later...Never? **Women's** National Basketball Association (WNBA) The NFL...are one specific focus. In addition, the **case** address fan development and league growth, including...

133. [Jeanne Lewis at Staples, Inc. \(A\)](#)

Published: Nov 18, 1998

Type: Case (Field)

...the ropes" before he moves on. This **case** is set nine months after she begins...management, Organizational change, Power & influence, Succession planning, **Women**. Setting: Boston, MA; Office supplies industry; \$5...

134. [CRA Managed Care, Inc. \(C\)](#)

Published: Oct 14, 1998

Type: Case (Field)

...of a new nonprofit for **women business** owners and founder of a...and founder of a new **business** journal for **women**. Learning Objective: To open discussion...of personal strategies for transferring **business** leadership skills to nonprofits and...

135. [Shepard Quraeshi Associates \(A\)](#)

Published: Mar 17, 1998

Type: Case (Field)

...and Western ways of doing **business**. This **case** details Quraeshi's cultural journey...cultural adjustment for a Muslim **woman** coming to live and work...relations, Employees, Ethics, Service management, **Women**. Setting: United States; Arts administration...

136. [Ellen Moore \(A\): Living and Working in Korea](#)

Published: Jan 30, 1998

Type: Case (Field)

...Source: Richard Ivey School of **Business**/UWO Length: 20p Email a...General Electric Medical Systems--2002 **Business** Intelligence Software at SYSCO Black...Group behavior, Project management, Teams, **Women**. Setting: Service industries; large; 1995...

137. [Braun AG: Product Design and Development for a New Oral Care Category \(B\)](#)

Published: Jan 01, 1998

Type: Case (Field)

...Got Rhythm! Medtronic Corp.'s Cardiac Pacemaker **Business** Polaroid Corp.: Digital Imaging Technology in 1997...management, Product design, Product development, Project management, **Women** executives. Setting: Germany; Appliance industry; 1985-1989...

138. [Braun AG: Product Design and Development for a New Oral Care Category \(A\)](#)

Published: Jan 01, 1998

Type: Case (Field)

...character of the company. Subjects Covered: Brands, Design management, Product design, Product development, Project management, **Women** executives. Setting: Germany; Appliance industry; 1985-1989 Teaching Notes: May...

139. www.springs.com

Published: Dec 22, 1997

Type: Case (Field)

... Business Week's June 1997 "Rising Star" profile of Springs Industries' president and COO, Crandall Bowles, reported that she was poised to become one of the top two or three women executives in the country. In November 1997, the company announced Bowles' appointment to the position of CEO.

140. [The Washington Post Co.: Conversation Between Katharine and Don Graham, Video](#)

Published: Nov 11, 1997

Type: Case Video

...about such issues as family **business**, going public, the son coming...the son coming into the **business**, and succession. Subjects Covered: Family...Newspapers, Performance effectiveness, Succession planning, **Women**. Setting: Newspaper...

141. [The Graham Family and the Washington Post Co.](#)

Published: Oct 31, 1997

Type: Case (Field)

...showcase a successful family-owned and managed business (multi generational) at work. Subjects Covered: Family...businesses, Leadership, Newspapers, Performance effectiveness, Succession planning, Women. Setting: District of Columbia; Newspaper; \$1.85...

142. [Trinity Crystal](#)

Published: Oct 03, 1997

Type: Case (Gen Exp)

...relatives. Subjects Covered: Families & family life, Family owned businesses, Growth management, Interpersonal relations, Leadership, Retirement, Women. Setting: United States; Retail industry; \$22 million revenues...

143. [Mitsubishi Motor Manufacturing of America: The Quest for a Model Workplace](#)

Published: Sep 16, 1997

Type: Case (Library)

...Pronto Italia Dow Corning Corp.: Business Conduct and Global Values (B...Inside Intel Inside

Description: This case details the sexual harassment case brought against Mitsubishi Motor Manufacturing...Discrimination, Ethics, Legal aspects of business, Organizational change, Sexual harassment, Women. Setting: United States; Automotive industry...

144. [Harassment at Work?](#)

Published: Aug 12, 1997

Type: Case (Gen Exp)

...impediment to organizational performance. Subjects Covered: Corporate culture, Discrimination, Ethics, Leadership, Organizational problems, Sexual harassment, Women. Setting: United States; Medical supplies; Securities...

145. [Graffs \(A\)](#)

Published: Jul 09, 1997

Type: Case (Field)

...co-management processes for resolving differences. Subjects Covered: Careers & career planning, Human behavior, Organizational behavior, Women. Setting: San Francisco, CA; Legal services Supplemental Material(s):...

146. [Exploring Brand-Person Relationships: Three Life Histories \(Condensed\)](#)

Published: Jun 05, 1997

Type: Case (Pub Mat)

...development of these ideas becomes critical. This case presents detailed qualitative data on three women...case presents detailed qualitative data on three women and their relationships with brands. Learning Objective...

147. [Joline Godfrey and the Polaroid Corp. \(A\), Video](#)

Published: Jun 04, 1997

Type: Case Video

...taking an individual path, having a different voice. Subjects Covered: Entrepreneurship, Managing superiors, Power & influence, Women. Setting: Photographic equipment & supplies...

148. [Center for Women & Enterprise: Looking for a Director of Development with "The Scrappiness ..."](#)

Published: May 23, 1997

Type: Case (Field)

...for Women & Enterprise: Looking for a Director...founder of the Center for Women & Enterprise, a nonprofit with a...with a mission to empower women to become economically self-sufficient...

149. [Margaret Thatcher, Spanish Version](#)

Published: Nov 05, 1996

Type: LACC Case

...tactics Thatcher used to champion and enact unpopular legislation. Subjects Covered: Leadership, Politics, Power & influence, Women. Setting: United Kingdom; Government & regulatory; 1925-1980...

150. [Margaret Thatcher](#)

Published: Nov 05, 1996

Type: Case (Pub Mat)

...tactics Thatcher used to champion and enact unpopular legislation. Subjects Covered: Leadership, Politics, Power & influence, Women. Setting: United Kingdom; Government & regulatory; 1925-1980 Teaching Notes: May...

151. [Charlotte Beers at Ogilvy & Mather Worldwide, Video](#)

Published: Oct 16, 1996

Type: Case Video

...also bought... Utah Symphony and Utah Opera: A Merger Proposal Winning the Talent War for Women: Sometimes It Takes a Revolution Lincoln Electric Co. Description: Presents a question and answer...

152. [Mt. Auburn Hospital](#)

Published: Oct 09, 1996

Type: Case (Field)

...1993, two of Boston's largest and best known hospitals, Massachusetts General and Brigham and Women's, announced that they were setting aside their historic rivalry to form an alliance...

153. [Suzanne de Passe at Motown Productions \(A1\)](#)

Published: Aug 20, 1996

Type: Case (Field)

...Burke: A Career in American Business (A) Amelia Rogers at Tassani...of: 1) being a black woman manager; 2) the advantages and...substantially differ from the (A) case, but it does emphasize more...

154. [Partners HealthCare System, Inc. \(B\): Cardiac Care Improvement](#)

Published: Apr 05, 1996

Type: Case (Field)

...Duke Heart Failure Program Description: Explores the challenges confronting the CEO at the Brigham and Women's Hospital in the wake of radical changes in the health care environment. As...

155. [Erox Corp.: Leverage Marketing](#)

Published: Mar 01, 1996

Type: Case (Field)

...of synthetic human pheromones for men and women in cosmetic products such as perfumes, colognes...of its fragrance product lines: Real for women and Realm for Men. Michael Stern, VP...

156. [Partners HealthCare System, Inc. \(A\)](#)

Published: Feb 16, 1996

Type: Case (Field)

...Physician Order Entry Description: Focuses on the decision confronting senior administrators at the Brigham and Women's Hospital: whether to enter into an affiliation with the Massachusetts General Hospital. Requires...

157. [Exploring Brand-Person Relationships: Three Life Histories](#)

Published: Jan 22, 1996

Type: Case (Pub Mat)

...development of these ideas becomes critical. This case presents detailed qualitative data on three women...case presents detailed qualitative data on three women and their relationships with brands. Intended to...

158. [J.C. Penney: Fashioning a Retailing Nervous System for the Future](#)

Published: Sep 08, 1995

Type: Case (Field)

...as a dominant electronic retailer. The company must exploit its electronic links with customers, suppliers, business partners, and its vast network of retail stores in order to achieve this objective...

159. [Anasazi: Exclusive Salon Products, Inc.](#)

Published: Apr 03, 1995

Type: Case (Field)

...Golf How to Write a Great Business Plan Some Thoughts on Business Plans How Venture Capitalists Evaluate Potential...Entrepreneurial finance, Entrepreneurship, Venture capital, Women. Setting: Dubuque, IA; Hair care...

160. [Donna Bookout-Coe](#)

Published: Apr 01, 1995

Type: Case (Field)

...Coe and her illustrious 15-year career in the towing industry. Donna is an accomplished woman with a great deal of experience in managing employees in a difficult and demanding...

161. [Patriot National Insurance Co.: Case and Simulation](#)

Published: Dec 27, 1994

Type: Case (Field)

...Townsend. Discusses a suit brought by a woman client who was badly injured in an...Covered: Decision making, Insurance, Legal aspects of business, Negotiations. Setting: Nebraska; Insurance industry; Legal services...

162. [Byrnes, Byrnes & Townsend: Case and Simulation](#)

Published: Dec 27, 1994

Type: Case (Field)

...Co. Discusses a suit brought by a woman client who was badly injured in an...Covered: Decision making, Insurance, Legal aspects of business, Negotiations. Setting: Nebraska; Insurance industry; Legal services...

163. [Anne Livingston and Power Max Systems \(A\): Interviewing with the PowerPlayer Software ...](#)

Published: Dec 16, 1994

Type: Case (Field)

...of engineer Anne Livingston, an African American woman, as she joins Power Max Systems in...Corporate culture, Diversity, Managerial skills, Organizational behavior, Women. Setting: Texas; Electronics industry; Computer industry; \$28...

164. [Jensen Shoes: Lyndon Twitchell's Story](#)

Published: Dec 05, 1994

Type: Case (Gen Exp)

...Force Becton Dickinson: Ethics and Business Practices (A) Juice Guys (A...with all students receiving both cases; half receiving one and half...skills, Organizational behavior, Performance appraisals, Women. Setting: United States; Footwear industry...

165. [Jensen Shoes: Jane Kravitz's Story](#)

Published: Dec 05, 1994

Type: Case (Gen Exp)

...Management Becton Dickinson: Ethics and Business Practices (A) Description: Jane Kravitz...with all students receiving both cases; half receiving one and half...skills, Organizational behavior, Performance appraisals, Women. Setting: United States; Footwear industry...

166. [Dow Corning and the Breast Implant Controversy \(A\)](#)

Published: Nov 14, 1994

Type: Case (Library)

...end a class action suit filed by women suffering from connective tissue diseases, autoimmune disorders...product safety issues from the perspectives of business strategy and public policy. The class discussion...

167. [Monitor Co.: Personal Leadership on Diversity](#)

Published: Oct 13, 1994

Type: Case (Field)

...managing a diverse workplace Subjects Covered: Consulting, Corporate culture, Diversity, Job satisfaction, Leadership, Organizational change, Women. Setting: Cambridge, MA; Consulting; 600 employees; 1993-1994 Teaching...

168. [Kurt Landgraf and Du Pont Merck Pharmaceutical Co. \(A\)](#)

Published: Jun 01, 1994

Type: Case (Field)

...discussion of how organizations can effectively address hiring and promotion concerns of minority groups and women. Subjects Covered: Conflict, Discrimination, Diversity, Grievances, Layoffs, Leadership. Setting: Wilmington...

169. [Buck & Pulleyn](#)

Published: Apr 12, 1994

Type: Case (Field)

...Different Kind of Car Company Description: A woman CEO believes that industry and organizational conditions...Compensation , Leadership, Organizational design, Organizational structure, Reengineering, Women. Setting: Rochester, NY; Advertising industry; small; \$26...

170. [Sumiko Ito](#)

Published: Apr 23, 1993

Type: Case (Field)

...concerns about identity and development. Subjects Covered: Careers & career planning, Cross cultural relations, Investment banking, Women. Setting: Japan; United States; Investment banking Teaching Notes:...

171. [Liz Claiborne, Inc. and Ruentex Industries Ltd. \(Abridged\)](#)

Published: Mar 26, 1993

Type: Case (Field)

Summary of Liz Claiborne, Inc. and Ruentex Industries Ltd. (Abridged), by Marie-Therese Flaherty, Jill S. Dalby. Find this and other business articles and publications at Harvard Business School Publishing.

172. [Eastwind Trading Co. \(A\)](#)

Published: Mar 15, 1993

Type: Case (Field)

...Co. (A) Description: Two professional women are contemplating a business venture. They must assess the...they might finance the new business. A rewritten version of an...rewritten version of an earlier case. Subjects Covered: Development stage enterprises...

173. [Julia Stasch \(A\)](#)

Published: Jan 01, 1993

Type: Case (Field)

...Shapiro Global Description: A successful woman executive attempts to integrate women into the construction trade in...to create expanded opportunities for women and minority-owned businesses as...to construction projects and for women and minority workers on construction...

174. [Julia Stasch, Video](#)

Published: Jan 01, 1993

Type: Case Video

...Number: 9-993-518 Language: English Source: Business Enterprise Trust Length: 8 min Email a...Affirmative action, Discrimination, Diversity, Ethics, Social enterprise, Women. Setting: Construction industry Must Be Used With...

175. [The Gap, Inc.: Building a Brand](#)

Published: Oct 13, 1992

Type: Case (Library)

Summary of The Gap, Inc.: Building a Brand, by Walter J. Salmon, David Wylie. Find this and other business articles and publications at Harvard Business School Publishing.

176. [Sexual Harassment, Free Speech or ...](#)

Published: Aug 25, 1992

Type: Case (Library)

...sees them as damaging to women. In the other, a group...overall atmosphere of hostility to women. Designed to help students understand...Discrimination, Ethics, Legal aspects of business, Sexual harassment, Terminations, Women. Setting: United States; 1990-1991...

177. [Serendipity Software](#)

Published: Jun 26, 1992

Type: Case (Field)

...this item also bought... Executive Women at Link.Com Description: Two...the perils of partnership, man/woman business relationships, and the tensions posed...Leadership, Partnerships, Sexual harassment, Software, Women. Setting: Madison, WI; Software industry...

178. [Sorelle Bakery and Cafe](#)

Published: Jun 25, 1992

Type: Case (Field)

...and defining their roles. The case is written from the mother...out how to keep the business from falling apart. Learning Objective...owned businesses, Interpersonal behavior, Partnerships, Women. Setting: Philadelphia, PA; Food services...

179. [The Brigham and Women's Hospital in 1992](#)

Published: Apr 20, 1992

Type: Case (Field)

...Brigham and Women's Hospital in 1992 Publication Date: Apr 20...an electronic download. \$6.15 each Description: Brigham and Women's Hospital is a highly successful teaching hospital in...

180. [Joline Godfrey and the Polaroid Corp. \(A\)](#)

Published: Mar 18, 1992

Type: Case (Field)

...and the challenges and benefits they represent. Subjects Covered: Entrepreneurship, Leadership, Managing superiors, Power & influence, Women. Setting: Boston, MA; Photographic equipment & supplies; Fortune 500 Teaching...

181. [Inland Steel Industries \(A\)](#)

Published: Jan 01, 1992

Type: Case (Field)

...992-006 Language: English Source: Business Enterprise Trust Length: 5p Email...increased opportunities for minorities and women. This case focuses on diversity, strategies for...3) the difficulties minorities and women still face in corporate America...

182. [Rick Surpin \(A\)](#)

Published: Jan 01, 1992

Type: Case (Field)

...Number: 9-992-019 Language: English Source: Business Enterprise Trust Length: 13p Email a link...creates hundreds of jobs for low-income women and minorities by forming a for-profit...

183. [Eastman Kodak Co.: Managing Information Systems Through Strategic Alliances](#)

Published: Jul 30, 1991

Type: Case (Field)

...Co.: Enterprise Software Selection Kodak Business Imaging Systems Division Digital Equipment...head of IT and first woman corporate vice president in the...support to IBM, DEC, and Business Land, respectively. Case presents the...

184. [Ann Hopkins \(A\)](#)

Published: Feb 20, 1991

Type: Case (Library)

...grow more diverse. As a case on business ethics, it encourages students to...stereotyping suit brought by a woman who was denied partnership at...Diversity, Ethics, Legal aspects of business, Women. Setting: United States; Accounting & consulting...

185. [RU 486 \(A\)](#)

Published: Oct 02, 1990

Type: Case (Library)

...and the practical issues that arise from conflicts among those obligations. Subjects Covered: Business government relations, Ethics, Women. Setting: France; United States; Pharmaceutical industry; large; \$2 billion...

186. [Talbots](#)

Published: Aug 31, 1990

Type: Case (Field)

...A Renewed Focus Description: Describes the entry of this store and catalog retailer of classic women's clothing into the Japanese market place. Introduces such issues as cross-border management...

187. [In the Shadow of the City, Video](#)

Published: Jun 29, 1990

Type: Case Video

...an international development project. A serious conflict has developed between the two principals, an Ethiopian woman and a British entrepreneur. The film shows the stakes involved. Subjects Covered: Cross cultural...

188. [In the Shadow of the City](#)

Published: Jun 29, 1990

Type: Case (Field)

...of disagreements which develops several months into the project between the two principals, an Ethiopian woman who founded the project and a British entrepreneur who is the coordinator of the...

189. [Liz Claiborne, Inc. and Ruentex Industries Ltd.](#)

Published: Mar 06, 1990

Type: Case (Field)

...details the evolution of a customer-supplier relationship in the textile/piece goods and apparel business. Also illustrates how a long-term cooperative relationship creates mutual value in the companies...

190. [Quantum Semiconductor, Inc.](#)

Published: Feb 05, 1990

Type: Case (Library)

...in semiconductor manufacturing may cause women working in fabrication cleanrooms to...risks exist also. Barring all women of child-bearing age from...Covered: Diversity, Ethics, Occupational safety, Women. Setting: Santa Clara, CA; Semiconductor...

191. [Accountants and Business Advisors, Inc.: City Office](#)

Published: Jan 29, 1990

Type: Case (Field)

...years both the share of women receiving accounting degrees and the...degrees and the share of women entering public accounting have risen...substantially. However, the number of women holding senior positions, such as...

192. [Ellen Moore \(B\)](#)

Published: Jan 01, 1990

Type: Case (Field)

...Source: Richard Ivey School of Business/UWO Length: 8p Email a...her experiences and opinions about women in management.. Subjects Covered: Banking...Banking, Cross cultural relations, Discrimination, Women. Setting: Bahrain; Banking industry; large...

193. [Ellen Moore \(A\): Living and Working in Bahrain](#)

Published: Jan 01, 1990

Type: Case (Field)

...Source: Richard Ivey School of Business/UWO Length: 16p Email a...not be possible for a woman. Subjects Covered: Banking, Cross cultural...Banking, Cross cultural relations, Discrimination, Women. Setting: Bahrain; Banking industry; large...

194. [Steve Shirley](#)

Published: Sep 01, 1989

Type: Case (Field)

...family concerns with high pressure work life. Subjects Covered: Careers & career planning, Families & family life, Women. Setting: Great Britain; Software industry; Consulting; small; 1933-1988 Teaching Notes:...

195. [Benetton S.p.A.](#)

Published: Jan 19, 1989

Type: Case (Library)

...Examines the functional strategies which have allowed a huge firm to succeed in a fashion business. Poses the question as to whether this same organization can be successful in the...

196. [Suzanne de Passe at Motown Productions, Video](#)

Published: Jan 18, 1989

Type: Case Video

...00 each Description: Updates events in the case and draws a tighter focus on managing...focus on managing a start-up and women in leadership. Subjects Covered: Corporate culture, Creativity...

197. [Precista Tools AG \(A\)](#)

Published: Apr 27, 1988

Type: Case (Field)

...Values Fogdog Description: A young woman manager in a Swiss family...career and join the family business. That is what the father...Leadership, Power & influence, Succession planning, Women. Setting: Switzerland; Machine tool industry...

198. [Santa Clara County Transportation Agency \(A\)](#)

Published: Jan 26, 1988

Type: Case (Library)

...through a careful evaluation process, or a woman, who scored slightly lower in the same...Affirmative action, Discrimination, Diversity, Hiring, Local government, Women. Setting: California; Government & regulatory; 1,300 employees...

199. [Suzanne de Passe at Motown Productions \(A\), Spanish Version](#)

Published: Nov 05, 1986

Type: LACC Case

...special issues of: 1) being a black woman manager, 2) the advantages and disadvantages associated...culture," and 3) managing in a creative business. Subjects Covered: Corporate culture, Creativity, Diversity, Growth...

200. [Suzanne de Passe at Motown Productions \(A\)](#)

Published: Nov 05, 1986

Type: Case (Field)

...special issues of: 1) being a black woman manager, 2) the advantages and disadvantages associated...culture," and 3) managing in a creative business. Subjects Covered: Corporate culture, Creativity, Diversity, Growth...

201. [Lyric Dinner Theatre: Deborah Denenberg, General Manager, Video](#)

Published: Apr 29, 1986

Type: Case Video

...of an ailing dinner theatre. Subjects Covered: **Business** policy, Corporate strategy, Family-owned **businesses**, Strategy...Corporate strategy, Family-owned **businesses**, Strategy implementation, **Women**. Setting: Entertainment industry Must Be Used With...

202. [Lyric Dinner Theatre: Deborah Denenberg, General Manager, Video](#)
Published: Apr 29, 1986
Type: Case Video
...of an ailing dinner theatre. Subjects Covered: **Business** policy, Corporate strategy, Family-owned **businesses**, Strategy...Corporate strategy, Family-owned **businesses**, Strategy implementation, **Women**. Setting: Entertainment industry Must Be Used With...
203. [Valerie Morgan](#)
Published: Mar 26, 1986
Type: Case (Field)
...Description: Presents interviews and conversations with a **woman** who recently started a publishing house. Primarily...excitement and thrill of having your own **business** dream; i.e., the thrill of doing...
204. [Lyric Dinner Theater \(B\)](#)
Published: Sep 03, 1985
Type: Case (Field)
...affect a turnaround of this **business**. (In 1984, the Lyric earned...for the first time.) The **case** reviews the major actions Denenberg...Family-owned **businesses**, Strategy implementation, **Women**. Setting: Midwestern United States; Entertainment...
205. [Lyric Dinner Theater \(A\)](#)
Published: Sep 03, 1985
Type: Case (Field)
...since graduating from the Harvard **Business** School, and as general manager...closed by its investors. The **case** describes her efforts during her...Family-owned **businesses**, Strategy implementation, **Women**. Setting: Midwestern United States; Entertainment...
206. [Jody McVay](#)
Published: Jan 09, 1982
Type: Case (Field)
...entrenched" culture. She has also handled issues **women** face in a "male culture" rather well...Covered: Corporate culture, Managerial skills, Organizational behavior, **Women**. Setting: Consumer products; \$1 billion sales; 1978...
207. [Beth Israel Hospital, Boston](#)
Published: Mar 01, 1979
Type: Case (Field)
...regulation, a declining birth rate, more intensive competition, and changing expectations of maternity care by **women**. Nine pages of exhibits include market trends, competitive profiles, and cost and occupancy data...
208. [The Sorensen Chevrolet File](#)
Published: Apr 01, 1975
Type: Case (Field)

...an automobile insurance claim. A **woman**, blinded in an accident, alleges...a strategy for settling the **case**, to decide who is to...Automobiles, Insurance, Legal aspects of **business**, Negotiations, Product liability. Setting: Midwestern...

209. [Steve Shirley](#)

Published: September 1, 1989

Type: Case (Field)

Traces the career development of a well-known British entrepreneur who, as a young girl, was forced to flee the Nazi's occupation of Central Europe...