

California Management Review

BUSINESS AND SOCIETY

Leanwashing: A Hidden Factor in the Obesity Crisis

Aneel Karnani • Brent McFerran • Anirban Mukhopadhyay

CORPORATE STRATEGY

Winning in Rural Emerging Markets: General Electric's Research Study on MNCs

Fabio Ancarani • Judy K. Frels • Joanne Miller • Chiara Saibene • Massimo Barberio

Is Revenue Sharing Right for Your Supply Chain?

Mehmet Sekip Altug • Garrett van Ryzin

Managing Ambiguity in Strategic Alliances

Rajesh Kumar

OPEN INNOVATION

Managing Crowds in Innovation Challenges

Arvind Malhotra • Ann Majchrzak

Social Media: A Tool for Open Innovation

Matthew Mount • Marian Garcia Martinez

Chez Panisse: Building an Open Innovation Ecosystem

Henry Chesbrough • Sohyeong Kim • Alice Agogino



Recent Case Studies



Thrive or Revive? Kaiser Permanente examines Kaiser's need to re-evaluate their marketing strategy in the midst of healthcare competition.



Maersk Line: B2B Social Media describes the launch of a social media platform by the largest container-shipping company in the world.

Students Always

The **Berkeley-Haas Case Series** is a collection of business case studies written by the faculty of the Haas School of Business at the University of California, Berkeley.

Our case series provides unique insights for today's most pressing business decisions. With additional content being added each month, it is an exceptional resource for educators and managers seeking to bridge the gap between academic research and business practice.

We invite you to explore the ways in which the Berkeley-Haas Case Series can help you reach your academic or professional goals.

Access a full list of case studies and abstracts on our website.



FIND OUT MORE

For more information, please visit us online:

cases.haas.berkeley.edu

PUBLISHING PARTNERS



University Readers™



study.net