

California Management Review

STRATEGY

A Better Way to Forecast

Uriel Haran • Don A. Moore

The Japanese Software Industry:
What Went Wrong and What Can We
Learn from It?

Robert E. Cole • Yoshifumi Nakata

A Service Lens on Value Creation:
Marketing's Role in Achieving Strategic
Advantage

Lance A. Bettencourt • Robert F. Lusch •
Stephen L. Vargo

INNOVATION

Opportunity Creation in Innovation
Networks:

Interactive Revealing Practices

Sirkka L. Jarvenpaa • Liisa Välikangas

Green Innovation Games:

Value-Creation Strategies for Corporate
Sustainability

Tommi Lampikoski • Mika Westerlund •
Risto Rajala • Kristian Möller

Fish Friendly Farming:

Water, Wine, and Fish—Sustainable
Agriculture for a Thirsty World

Ernest Gundling



University of California

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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

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