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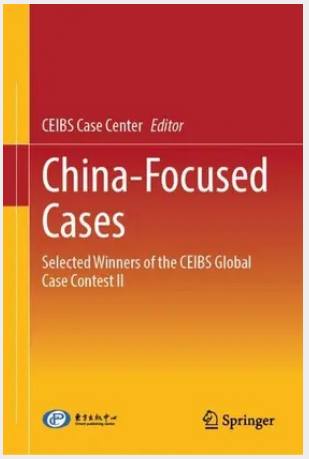
China-Focused Cases

Selected Winners of the CEIBS Global Case Contest II



This book showcases a selection of award-winning cases from the Global Contest for the Best China-focused Cases. The contests held between 2018 and 2022 recognized 63 exceptional cases, 13 of which are in this publication.

Each of the 13 cases has a unique focus. Some investigate how to capture value through new technologies and innovations or examine the intricate relationships between strategies, business models, and financial performance (examples include Freshippo, KFC China, Winner Technology, Geek+, and Alibaba vs. JD.com). Others analyze Chinese companies' challenges when entering international markets and their strategic responses (Midea and SHEIN). Some delve into leadership, entrepreneurial management, family business succession, negotiation, and conflict management (EtonHouse, Antigal, Qiangda Chilli, and Dispute over Year-end Bonuses). Two cases discuss how social enterprises can better balance their social purposes with financial sustainability and how companies can integrate social and business innovation (Daddy Lab and AstraZeneca). These cases originate from Chinese and international business schools, highlighting global interest in China's business and management dynamics.

Echoing the Chinese proverb, “A single spark can start a prairie fire,” we firmly believe that with collective efforts, more faculty members will recognize the value of the case method and the extensive opportunities of China-themed cases in global management education. We are committed to collaborating with them to meet the growing demand for diverse cases with global perspectives.

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