

Web links

The following web addresses will be useful for students wishing to explore further the Illustrations and Case Studies provided within the text.

PART 1

Chapter 1

<http://www.jonessoda.com/>
<http://www.samsung.com/>
<http://www.nokia.com/>
<http://www.toyota.com/>
<http://www.sage.com/>
<http://www.sage.co.uk/>

Chapter 2

<http://www.creative.com/>
<http://www.skoda-auto.com/>
<http://www.diageo.com/>

Chapter 3

<http://www.disneylandparis.com/>
<http://www.future-store.org/>
<http://pages.ebay.com/community/aboutebay/overview/>
<http://www.ge.com/>

Chapter 4

<http://www.sternstewart.com/>
<http://www.british-airways.com/>
<http://www.hamleys.co.uk/>
<http://www.popai.com/>

Chapter 5

<http://www.ibm.com/>
<http://www.britishcouncil.org/>
<http://www.batelco.com.bh/>
<http://www.pret.com/>
<http://www.ikea.com/>
<http://www.sainsbury.co.uk/>

Chapter 6

<http://www.mcdonalds.com/>
<http://www.abb.com/>
<http://czechinvest.org/>
<http://www.foxconn.com/>
<http://www.ipa.co.uk/>
<http://www.asa.org.uk/>
<http://www.bain.com/>
<http://www.debeersgroup.com/>

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<http://www.economist.com>
<http://www.ft.com>
<http://www.forrester.com>
<http://www.cw.com>
<http://www.cw.com>
<http://www.totaltele.com>
<http://www.icclaw.com>
http://www.arcchart.com/wallcharts/com1_telecom.asp
<http://www.netlondon.com>
<http://globalcomms.evolutionsltd.com/>
<http://www.economist.com>
<http://www.ft.com>
<http://www.forrester.com>

PART 2

Chapter 7

<http://www.kodak.com/>
<http://www.centrellium-it.com/Software/CLS.htm>
<http://www.tss.credit-suisse.com/cls.asp>
<https://gbmlink.rbos.com/accountbalances.aspx>
<http://www.misys.com/mys/banking/products/wholesale/midas/itp/>
<http://www.apple.com/>
<http://www.dyson.com/>
<http://www.thisislondon.co.uk>
<http://www.thisismoney.co.uk>
<http://www.femail.co.uk>
<http://www.fish4.co.uk>
<http://www.fish4jobs.com>
<http://www.fish4homes.com>
<http://www.fish4cars.com>
<http://www.siebel.com/>

Chapter 8

<http://www.channeltunnel.co.uk/>
<http://www.harley-davidson.com/>
http://www.chinaonline.com/refer/company_profiles/infotech/c9080360.asp
<http://www.urbanplash.co.uk/>

Chapter 9

<http://www.unilever.com/>
<http://www.experian.com/>
<http://www.networkrailstations.co.uk>
<http://www.railtrack.co.uk/>
<http://www.easyjet.com/>
<http://www.astrazeneca.com/>

Chapter 10

<http://www.consignia.com/>
<http://www.royalmail.com/>
<http://www.scottish-newcastle.com/>
<http://www.krispykreme.com/>
<http://www.Madeinsheffield.com>
<http://www.uk.mytravel.com/>

Chapter 11

<http://www.bizenquiry.gov.sg/ipartners/default.asp>
<http://www.moneyextra.com>
<http://www.trustnet.com>
<http://www.charcolonline.com>
<http://www.expedia.com>
<http://www.subway.com/>
<http://www.advanstar.com/>
<http://www.esinomed.com/>
<http://www.wmtea.com/>
<http://www.staralliance.com/>

Chapter 12

<http://www.cocacola.com/>
<http://www.kraft.com/>
<http://www.qibla-cola.com/>

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<http://www.economist.com>
<http://www.ft.com>
<http://www.cim.co.uk>
<http://www.bbc.co.uk>