

Chapter 8 - Intended Strategic Position

Organization	Weblink
Accor	http://www.accor.com/
Alcatel	http://www.alcatel.com/
Apple Computer	http://www.apple.com/
Bang & Olufson	http://www.bang-olufsen.com/
Basler Insurance	http://www.baloise.ch/
Benetton	http://www.benetton.com/
Burger King	http://www.bk.com/
Business Horizons	http://www.elsevier.com/wps/find/journaldescription.cws_home/620214/description#description
BusinessWeek	http://www.businessweek.com/
Carambar	http://www.carambar.fr/
Cartier	http://www.cartier.com/
Casio	http://www.casio.com/
Caterpillar	http://www.cat.com/
Cathay Pacific	http://www.cathaypacific.com/
Chanel	http://www.chanel.com/
Chiquita Bananas	http://www.chiquita.com/
Coca-Cola	http://www.coca-cola.com/
Corticeira Amorim	http://www.cai.amorim.com/
Credit Suisse	http://www.credit-suisse.com/en/home.html
DaimlerChrysler, USA	http://www.daimlerchrysler.com/dccom
Danone	http://www.danone.com/
Datacon Technology	http://www.datacon.at/
Disney Worlds	http://disney.go.com/home/today/index.html
Dreyers	http://www.dreyers.com/
Electrolux	http://www.electrolux.com/
Ericsson	http://www.ericsson.com/
Estée Lauder	http://www.estelauder.com/
European Aeronautic, Defense and Space Company (EADS)	http://www.eads.net/
Ford Motor Company	http://www.ford.com/
Fortune Oil	http://www.fortuneoilandgas.com/
General Electric	http://www.ge.com/en/
General Motors	http://www.gm.com/
Glaxo	http://www.gsk.com/
Gore-tex	http://www.gore-tex.com/
Hermès	http://www.hermes.com/
Hewlett-Packard	http://www.hp.com/
Hitachi	http://www.hitachi.com/
Hungry Jack	http://www.hungryjacks.com.au/
IBM	http://www.ibm.com/
IKEA	http://www.ikea.com/
Intel	http://www.intel.com/
Komatsu	http://www.komatsu.com/
Kraft Foods (former: Kraft-Jacobs-Suchard)	http://www.kraft.com/default.aspx
Kronenbourg	http://www.brasseries-kronenbourg.com/
L G Electronics	http://www.lge.com/
L'Oréal	http://www.loreal.com/en/ww/index.aspx

Organization	Weblink
Landauer Inc.	http://www.landauerinc.com/
Lipton	http://www.liptont.com/
Louis Vuitton	http://www.vuitton.com/
Lucent	http://www.lucent.com/
Lycra fibers	http://www.lycra.com/
Marriott Hotels	http://marriott.com/marriott/
McDonald's	http://www.mcdonalds.com
Metso	http://www.metso.com/
Microsoft	http://www.microsoft.com/
Motorola	http://www.motorola.com/
Nestlé	http://www.nestle.com/
Nike	http://www.nike.com/
Nintendo	http://www.nintendo.com/
NKT Cables	http://www.nktcables.com/
Omicron	http://www.omicron.at/
Outspan Oranges	http://www.outspanfresh.co.uk/
Philip Morris	http://www.philipmorrisinternational.com/
Philips	http://www.philips.nl/
Porsche	http://www3.porsche.com/
Porsche Design	http://www.porsche-design.com/
Procter&Gamble	http://www.pg.com/
Ralston Purina	http://www.purina.com/
Red Bull	http://www.redbull.com/
Renault	http://www.renault.com/
Samsung	http://www.samsung.com/
Sara Lee	http://www.saralee.com/
Siemens	http://www.siemens.com/
Smart	http://www.smart.com/
Sony	http://www.sony.com/
The Body Shop	http://www.thebodyshop.com/
Toblerone	http://www.toblerone.com/
Tommy Hilfiger	http://www.tommy.com/hilfiger/
Toyota	http://www.toyota.com/
Trumpf	http://www.trumpf.com/
Ungaro	http://www.ungaro.com/
Unilever	http://www.unilever.co.uk/
Volkswagen	http://www.vw.com/
Wal-Mart	http://www.walmart.com/
Wienerberger	http://www.wienerberger.com/
Zenith Electronics	http://www.zenith.com/