

## Chapter 11 - International Product Management

| Organization                                   | Weblink                                                                                                                                                     |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3M                                             | <a href="http://www.3m.com/">http://www.3m.com/</a>                                                                                                         |
| Adidas                                         | <a href="http://www.adidas.com/">http://www.adidas.com/</a>                                                                                                 |
| America Online                                 | <a href="http://www.aol.com/">http://www.aol.com/</a>                                                                                                       |
| Avent                                          | <a href="http://www.avent.com/">http://www.avent.com/</a>                                                                                                   |
| Banco Santander                                | <a href="http://www.gruposantander.es/">http://www.gruposantander.es/</a>                                                                                   |
| Bauknecht                                      | <a href="http://www.bauknecht.de/">http://www.bauknecht.de/</a>                                                                                             |
| Bazar de l'Hôtel de Ville                      | <a href="http://www.bhv.fr/">http://www.bhv.fr/</a>                                                                                                         |
| Boehringer                                     | <a href="http://www.boehringer-mannheim.com/">Boehringer Mannheim</a>                                                                                       |
| Burton                                         | <a href="http://www.burton.com/">http://www.burton.com/</a>                                                                                                 |
| Business Software Alliance                     | <a href="http://www.bsa.org/">http://www.bsa.org/</a>                                                                                                       |
| CompuServe                                     | <a href="http://www.compuserve.com/">http://www.compuserve.com/</a>                                                                                         |
| Electronic Resellers Association               | <a href="http://www.era.com/">http://www.era.com/</a>                                                                                                       |
| Ermenegildo Zegna                              | <a href="http://www.zegna.com/">http://www.zegna.com/</a>                                                                                                   |
| Failure Mode and Effect Analysis Info Centre   | <a href="http://www.fmeainfocentre.com/">http://www.fmeainfocentre.com/</a>                                                                                 |
| Fraunhofer Institute                           | <a href="http://www.fraunhofer.de/fhg/EN/index.jsp">http://www.fraunhofer.de/fhg/EN/index.jsp</a>                                                           |
| Givenchy                                       | <a href="http://www.givenchy.com/">http://www.givenchy.com/</a>                                                                                             |
| Grey Advertising                               | <a href="http://www.grey.com">www.grey.com</a>                                                                                                              |
| Harvard Business Review                        | <a href="http://harvardbusinessonline.hbsp.harvard.edu/b02/en/hbr/hbr_home.html">http://harvardbusinessonline.hbsp.harvard.edu/b02/en/hbr/hbr_home.html</a> |
| Hertz                                          | <a href="http://www.hertz.com/">http://www.hertz.com/</a>                                                                                                   |
| HILTI                                          | <a href="http://www.hilti.com/">http://www.hilti.com/</a>                                                                                                   |
| International Components Corporation           | <a href="http://www.iccus.com/">http://www.iccus.com/</a>                                                                                                   |
| Internorm                                      | <a href="http://www.internorm.com/english/internormE.html">http://www.internorm.com/english/internormE.html</a>                                             |
| Johnson & Johnson                              | <a href="http://www.jnj.com/">http://www.jnj.com/</a>                                                                                                       |
| Marriott Hotels                                | <a href="http://marriott.com/default.mi">http://marriott.com/default.mi</a>                                                                                 |
| Massey-Fergusson                               | <a href="http://www.masseyfergusson.com/">http://www.masseyfergusson.com/</a>                                                                               |
| Mitsubishi                                     | <a href="http://www.mitsubishi-motors.com/">http://www.mitsubishi-motors.com/</a>                                                                           |
| Morgan Stanley                                 | <a href="http://www.morganstanley.com/">http://www.morganstanley.com/</a>                                                                                   |
| Novartis                                       | <a href="http://www.novartis.com/">http://www.novartis.com/</a>                                                                                             |
| OneTwoSold                                     | <a href="http://www.onetwosold.com/">http://www.onetwosold.com/</a>                                                                                         |
| Pillsbury                                      | <a href="http://www.pillsbury.com/">http://www.pillsbury.com/</a>                                                                                           |
| Prada                                          | <a href="http://www.prada.com/">http://www.prada.com/</a>                                                                                                   |
| Professional Investigating & Consulting Agency | <a href="http://www.pica.net/">http://www.pica.net/</a>                                                                                                     |
| Rabobank International                         | <a href="http://www.rabobank.com/">http://www.rabobank.com/</a>                                                                                             |
| Ralph Lauren                                   | <a href="http://www.polo.com/home/index.jsp">http://www.polo.com/home/index.jsp</a>                                                                         |
| Randstad                                       | <a href="http://www.randstad.com/">http://www.randstad.com/</a>                                                                                             |
| Red Cross                                      | <a href="http://www.icrc.org/">http://www.icrc.org/</a>                                                                                                     |
| Reebok                                         | <a href="http://www.reebok.com/">http://www.reebok.com/</a>                                                                                                 |
| Replay                                         | <a href="http://www.replay.it/">http://www.replay.it/</a>                                                                                                   |
| Rolls Royce                                    | <a href="http://www.rolls-roycemotors.com/">http://www.rolls-roycemotors.com/</a>                                                                           |
| Rupp                                           | <a href="http://www.rupp.at/english/index.htm">http://www.rupp.at/english/index.htm</a>                                                                     |
| Salvatore Ferragamo                            | <a href="http://www.ferragamo.com/">http://www.ferragamo.com/</a>                                                                                           |
| SAP                                            | <a href="http://www.sap.com/">http://www.sap.com/</a>                                                                                                       |
| Scania                                         | <a href="http://www.scania.com/">http://www.scania.com/</a>                                                                                                 |
| Sixt                                           | <a href="http://www.e-sixt.com/">http://www.e-sixt.com/</a>                                                                                                 |
| Snapple                                        | <a href="http://www.snapple.com/">http://www.snapple.com/</a>                                                                                               |
| Texas Instruments                              | <a href="http://www.ti.com/">http://www.ti.com/</a>                                                                                                         |
| The Wall Street Journal Europe                 | <a href="https://services.wsje.com/home/home1.asp">https://services.wsje.com/home/home1.asp</a>                                                             |

| Organization      | Weblink                                                                             |
|-------------------|-------------------------------------------------------------------------------------|
| UNICEF            | <a href="http://www.unicef.org/">http://www.unicef.org/</a>                         |
| United Nations    | <a href="http://www.un.org/">http://www.un.org/</a>                                 |
| Virgin Megastores | <a href="http://www.virginmegastores.co.uk/">http://www.virginmegastores.co.uk/</a> |
| Wallace Theater   | <a href="http://www.wallacetheaters.com/">http://www.wallacetheaters.com/</a>       |
| WTO               | <a href="http://www.wto.org/">http://www.wto.org/</a>                               |