

# **Case-study updates**

## **Chapter 1**

### **The sweet taste of entrepreneurship**

Green & Blacks was bought by Cadburys plc. in 2005. In early 2010 Cadburys itself was subject to a take-over by the American giant Kraft (for £11.7bn). It remains to be seen what will be the future for Green & Blacks as a result of this development.