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Case 23	Uber: Competing as Market Leader in the United States versus Being a Distant Second in China
Case 24	Jollibee Foods Corporation
Case 25	Hotel Imperial
Case 26	Giordano: Positioning for International Expansion
Case 27	Revenue Management of Gondolas: Maintaining the Balance between Tradition and Revenue
Case 28	Bossard Asia Pacific Can It Make Its CRM Strategy Work?
Case 29	Customer Asset Management at DHL in Asia

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