

## “Cases on Strategic Management” Launched



The U.P. Virata School of Business launched its latest book titled, “Cases on Strategic Management” on 21 July 2018 at the Edsa Shangri-La Hotel Manila. The casebook was edited by Dean Ben Paul Gutierrez and Professors Emeriti Rafael Rodriguez and Erlinda Echanis.

This book is a collection of cases in strategic management written by faculty members of the U.P. Virata School of Business for its courses in Strategic Management of both its MBA and Undergraduate programs. It contributes partly to alleviating the lack of teaching materials in business management that are based on Philippine conditions, practices and data. The sixteen (16) company and industry cases of the book include many of the major sectors of Philippine business such as real estate, telecommunication, logistics, mining, water utilities, food and beverage, infrastructure, direct selling, electronics manufacturing services, education and e-commerce.

This book of cases is a companion volume to the book “Readings in Strategic Management” edited by Professor Emeritus Emerlinda R. Roman and published in 2016. It was also authored by the faculty members of the Cesar E.A. Virata School of Business, University of the Philippines.