

OPENING CASES, CASE EXAMPLES, AND PRACTITIONER INSIGHTS

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- CASE STUDY 1: Amazon Watch - Fighting to protect the rainforest and indigenous people
- CASE STUDY 2: Universal Music Group - Redefining modern music labels through digital innovation
- CASE STUDY 3: Hays Travel’s decision to acquire Thomas Cook
- CASE STUDY 4: Working with purpose at CVS Health: Is the healthcare model best fit for purpose in the US?
- CASE STUDY 5: South Africa’s Roobios tea industry
- CASE STUDY 6: Stitch Fix puts data to work and reinvents retail
- CASE STUDY 7: BritBox streaming expands in a networked structure
- CASE STUDY 8: Grab for Good and more... in Southeast Asia
- CASE STUDY 9: Uniqlo’s LifeWear clothing concept and functional strategies
- CASE STUDY 10: Zopa - the pioneer in P2P lending and its growth strategy
- CASE STUDY 11: Is Deliveroo riding in Blue Ocean?
- CASE STUDY 12: Boeing’s dominance in a globalized airline industry

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CASE STUDY 13: EMG on sustainability and waste management

CASE STUDY 14: The UK BIT Nudge Unit: Championing policy interventions and behavioural change

CASE STUDY 15: Dream11's Design Thinking that has helped to dominate India's online fantasy sports gaming

CASE STUDY 16: ALU Developing future leaders using a mission-oriented approach