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Vodka war: a teaching case in standardisation

Vladislav V. Fomin

Vytautas Magnus University, Kaunas & Rotterdam School of Management, Erasmus University

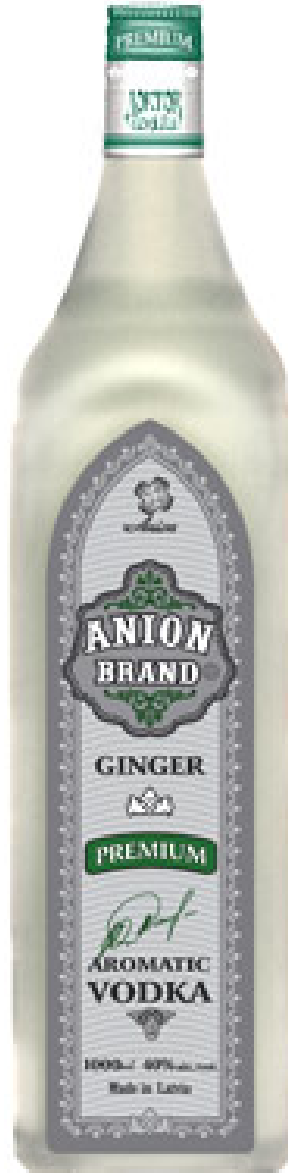
v.fomin@if.vdu.lt

Henk J. de Vries

Rotterdam School of Management, Erasmus University
(010) 408 20 02, hvries@rsm.nl, <http://www.rsm.nl/hdevries>



Vodka war





Vodka war

How did the wine belt countries manage to win this battle?

1. Your 3 main questions

2. Your research approach