

EURAS Workshop Skövde, 2008-06-16

# Vodka war: a teaching case in standardisation

**Vladislav V. Fomin**

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

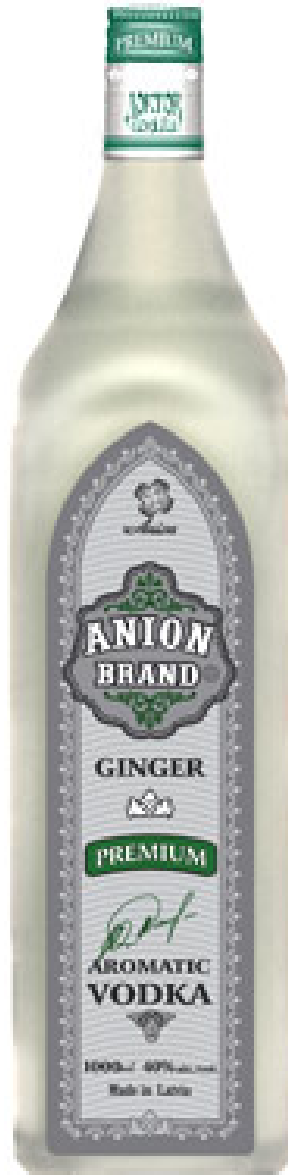
[v.fomin@if.vdu.lt](mailto:v.fomin@if.vdu.lt)

**Henk J. de Vries**

Rotterdam School of Management, Erasmus University  
(010) 408 20 02, [hvries@rsm.nl](mailto: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**