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The HSE Graduate School of Business continues to support the initiative of involving the faculty members into the case studies development. The second group of GSB professors has completed the certification program in case writing from The Case Centre, one of the top case clearing houses. The cases included into this volume explore a spectrum of managerial challenges from a multidisciplinary angle.

The collection is intended for professors and business school students, as well as for managers who are interested in understanding the peculiarities of modern Russian business and the specifics of managerial approaches of international companies operating in Russia.

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