

*Anne Mills*\*

I found it a very interesting case which tries to incorporate both the national cultural characteristics of the case with a strong organisation behaviour and HRM dimension.

I feel however, that this has made it a very specific case which would best benefit the students when set in the context of a comparative culture or organisation behaviour.

While this case could be presented at an undergraduate or post graduate level. in both instances the students would require quite a lot of additional information and guidance to get the best out of the case.

To be an effective case for use in business strategy course it would require more information on the competition and the industry as well as the different national cultures.

Overall, it is encouraging to see good quality cases of this calibre emerging from the countries of Central and Eastern Europe. However, from a teaching perspective quite a lot of thought and planning is required to gain the maximum benefit from it.

---

\*Anne Mills, PhD, Lecturer, Buckinghamshire College