



H A R V A R D | B U S I N E S S | S C H O O L

HBS Europe Research Center UPDATE JANUARY–FEBRUARY 2007

In this update: new publications on the European Union Common Agricultural Policy and VIPP A/S; ongoing research in Marketing and Organizational Behavior; ERC case interviews in France and Spain; a workshop on Social and Cultural Diversity organized by ESSEC, France; a visit to the ERC of Professor Jorge I. Dominguez, Harvard University's Vice-Provost for International Affairs; and a meeting of the Executive Directors of the Asia-Pacific, India, Japan, Latin America and Europe Research Centers on campus. Also, please welcome our new Executive Assistant: Gudrun Urfalino Kristinsdottir.

NEWLY RELEASED CASES

Case: VIPP A/S

Co-authored with Professor Robert Austin, TOM, the case focuses on rapidly growing VIPP, a Danish company selling highly differentiated and expensive designer versions of a product that most buyers think about in purely functional terms: trash bins. The case examines how the company successfully produces and positions a trash bin so that it is regarded as an "art object", which has been displayed as such at the Paris Louvre Museum. The case deals with a range of other issues confronting creative economy companies such as how to assure and manage the design integrity of a family of products, how far to extend a brand, how to manage creative employees and where to source creative work.

Case: Common Agricultural Policy and the Future of French Farming

Co-authored with Professor J. Gunnar Trumbull, BGIE, the case presents the history and the evolution of the EU Common Agricultural Policy and efforts to reform that policy in the context of the Doha Round of WTO negotiations. It explores the logic behind agricultural support, the winners and the losers and the prospects for further liberalization.

SAMPLE RESEARCH IN PROGRESS

The ERC is currently working on several cases and research projects such as:

- A case on the launch of a European beverage in the US with Professor Youngme Moon, MKT.
- A research project on corporate donations with Professors Julie Battilana and Christopher Marquis, OB.

The ERC is also exploring a contribution to a book on the beauty business by Professor Geoff Jones, EM.

VISITS INVOLVING THE CENTER

- Research activities in January and February involved an exploratory meeting in France with a consumer company for a case on knowledge management with Professor Amy C. Edmondson, TOM, and Professor Bertrand Moingeon, HEC; an exploratory meeting for a case on women in

This update from the HBS Europe Research Center summarizes ongoing and future projects at the center. To stop receiving the update, contact gkristinsdottir@hbs.edu.

business at a French bank for Professor Julie Battilana, OB; and a trip for a research project in Spain with Professor Tiziana Casciaro, OB.

In addition, we were happy to see here in Paris:

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| HBS Faculty | <ul style="list-style-type: none">• Assistant Professor Julie Battilana, OB who came to discuss case leads. She was accompanied by INSEAD PhD student Anne-Claire Pache (working on social entrepreneurship).• Professor Forest Reinhardt, BGIE, who came to discuss ERC's activities.• Professor Allen Grossman, GM, who visited the Center while in Paris to explore case leads.• Professor Arthur I. Segel, EM, who discussed new case opportunities with the ERC while in Paris attending a conference on urban planning. |
| HBS Staff | <ul style="list-style-type: none">• Susan A. Hamilton, Senior Development Officer, Director of International Relations. |
| Other Visitors | <ul style="list-style-type: none">• Professor Marcel Corstjens, INSEAD.• Professor Olivier Meier, Université Paris-Dauphine, to discuss research topics.• Michael Zaoui (MBA 1983), Managing Director, Morgan Stanley & Co., and chairman of the ELC.• Karen Elaine Wilson (MBA 1991), EFER, to organize ERC's involvement in the European Entrepreneurship Colloquium on Participant Centered Learning outreach. |

EVENTS

Workshop on "Social and cultural diversity" organized by ESSEC, Ecole Supérieure des Sciences Economiques et Commerciales, as a part of the school 100 years' celebration, Paris, January. The event brought together professors and business leaders on social responsibility and gender issues.

Visit of Professor Jorge I. Dominguez, Vice-Provost for International Affairs, Harvard University, Paris, February. The Vice-Provost visited the ERC during a tour to several countries in Europe. He was accompanied by Susan A. Hamilton, Senior Development Officer, Director of International Relations.

Meeting of Executive Directors of the Asia-Pacific, India, Japan, Latin America and Europe Research Centers, Boston, February. Vincent Dessain also met with several faculty members across all units to discuss ongoing cases and pitch new European case leads. The trip also included meetings with staff members.

"Towards new food products, R&D at Danone", Paris, February. Vincent Dessain and Ane Damgaard-Jensen attended this conference given by Moïse Riboh, Head of R&D at Danone. The conference was organized by The Ile-de-France Regional Agency for Development, as part of a series called "European Meetings on Technology".

COMMENTS?

We welcome all suggestions and comments. Please contact us:

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More information about the ERC: <http://www.hbs.edu/global/europe.html>

Best regards,

The staff of the HBS Europe Research Center

Mission of the HBS Europe Research Center:

The mission of the Europe Research Center is to support faculty in their research and case writing projects throughout Europe. In addition, the ERC builds relationships with European business and political leaders, educational institutions, and alumni.

HBS UNITS LEGEND:

A&M	Accounting and Management	MKT	Marketing
BGIE	Business, Government and the International Economy	NOM	Negotiation, Organizations & Markets
EM	Entrepreneurial Management	OB	Organizational Behavior
FIN	Finance	STRAT	Strategy
GM	General Management	TOM	Technology and Operations Management