

# Urs Peter Mueller

SUSTAINABILITY

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## ARTICOLI SU RIVISTA SCIENTIFICA

MUELLER U. P., HABEL J., STIERL M.

**Exerting Pressure or Leveraging Power: The conventional and extended chain of CSR Enforcement in B2B Supply Chains**

Journal of Public Policy and Marketing, Autunno, 2017, vol.36, no. 2, pp.331-347

MUELLER U. P., SCHAEFER U.

**The Dirty Dozen: how unethical behaviour creeps into your organisation**

The European Business Review, Luglio, 2016, pp.37-41

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## MONOGRAFIE O TRATTATI SCIENTIFICI

MUELLER U. P.

**Feldkontakte, Kulturtransfer, kulturelle Teilhabe: Winckelmanns Beitrag zur Etablierung des deutschen intellektuellen Felds durch den Transfer der Querelle des anciens et des modernes**

Leipziger Universitätsverlag, Germany, , 2005

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

MUELLER U. P., KUPP M.

**Combining Case Teaching and Case Writing Creatively** in *Case Studies as a Teaching Tool in Management Education*

Dominika Latusek (a cura di), IGI Global, pp.121-140, 2016

MUELLER U. P., PANDIT S.

**Vodafone in Egypt: National crises and their implications for multinational corporations** in *International management: Managing across borders and cultures, text and cases*

Helen Deresky (a cura di), Prentice Hall, 2016

MUELLER U. P., ETZOLD V.

**Minimal change can be best option: Why Berlin snack bar resisted change, (reprint of “Case study: Minimal change can be best.” Financial Times. April 30, 2012)** in *Managing Change, 6th ed.*

Bernard Burnes (a cura di), Pearson, 2014

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## CASI PUBBLICATI IN COLLANE INTERNAZIONALI

SCHAEFER U., MUELLER U. P.

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MUELLER U. P.

**Magellan versus Quesada: To Mutiny or Not to Mutiny**

2019, The Case Centre, Gran Bretagna

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**Corruption in Russia: IKEA's Expansion to the East (A)**

2016, The Case Centre, Gran Bretagna

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**Corruption in Russia: IKEA's Expansion to the East (B)**

2016, The Case Centre, Gran Bretagna

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**Corruption in Russia: IKEA's Expansion to the East (C)**

2016, The Case Centre, Gran Bretagna

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**Corruption in Russia: IKEA's Expansion to the East (D)**

2016, The Case Centre, Gran Bretagna

MUELLER U. P., BIDAULT F.

**Dealing with Low-cost Competition in the Airline Industry (A): The Case of Lufthansa**

2015, The Case Centre, Gran Bretagna

MUELLER U. P., BIDAULT F.

**Dealing with Low-cost Competition in the Airline Industry (B): The Foundation of Germanwings**

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MUELLER U. P., BIDAULT F.

**Dealing with Low-cost Competition in the Airline Industry (C): Germanwings' Repositioning**

2015, The Case Centre, Gran Bretagna

MUELLER U. P., SCHAEFER U.

**Deutsche Bahn AG: The heartless train conductor**

2015, The Case Centre, Gran Bretagna

MUELLER U. P., HABEL J.

**ESMT's Pitch to EAD Systems (A)**

2015, The Case Centre, Gran Bretagna

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**ESMT's Pitch to EAD Systems (B)**

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**Norman Nicholls at Seattle Management Consultants**

2011, The Case Centre, Gran Bretagna

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