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Nestle by Michael E. Porter, Mark R. Kramer, Kerry Herman, and Sarah McAra. In 2014, Nestle was the world's largest food and beverage company with \$90 billion in revenue, \$15 billion in profits, and 8,500 brands sold in 197 countries. For most of the 20th century, Nestle enjoyed steady growth and profitability.

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Harvard Business School Case Nestle "Nestle S.A." Harvard Business School Case 902-419, December 2001. (Revised January 2002.) Nestle S.A. - Case - Harvard Business School Swiss food giant Nestle attempts to improve the performance of its suppliers of agricultural commodities to raise quality, lower costs, and contribute to sustainable development.

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In 2008, the marketing manager for Nestlé Japan's confectionery business and his team were struggling to redefine the KITKAT brand within the Japanese market. KITKAT as a brand faced a real threat as the retail environment rapidly shifted toward increasingly powerful convenience store chains and consumer preferences shifted toward more novel consumable products. With more than 200 companies ...

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