Read *Carlsberg*, Case 4.

For this case analysis, your group will prepare a written analysis of 3 to 5 pages that uses the text and other credible sources as appropriate. Your group paper should have 1" margins, be double spaced, and use APA formats for

* topic and subtopic headings
* citations
* references

Your group case must minimally address the following issues / questions:

* Conduct an industry environment analysis. Is Carlsberg A/S in an attractive industry?
* Identify the reasons for Carlsberg A/S’ mergers and acquisitions (M&As)? What type of the M&A strategy does Carlsberg A/S use?
* Describe Carlsberg A/S’ international corporate-level strategy.
* Integrating the results of the analysis, do you think Carlsberg A/S’ decision to go into the emerging markets is a good decision? Summarize your findings and propose recommendations that could improve Carlsberg A/S’ market performance in the industry.

Your grade for this assignment will be based on the Group Submission ONLY (see the rubric for more details).

























