

## Case Study 2

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Read “Case 1 – The Banana Wars” on pages 276-278 of your textbook. Using the template in Canvas, answer the four questions for discussion in paragraph form. You should have one paragraph for each question. Use the headings Case Overview, My Position, Alternatives, Strategic Moves, and WTO Control.

Answer the following questions in paragraph form:

1. If you were a member of the Organization of American States (of which all of the Caribbean and Latin American countries mentioned in the case are members) and its Permanent Council (which most react to two opposing statements concerning the EU decision), with which one would you side?
2. Given the WTO’s decision, what are the alternatives for the EU and the Caribbean banana growers?
3. What types of strategic moves will an international marketing manager of Latin American banana exporter make?
4. Do you think the WTO is losing power and control over global trade? Use the article by Ezeani (2013) in the Canvas Course Room to substantiate your response.

Check the rubric below for how your case study will be graded.

### Rubric for Case Studies

Category	Points Earned	Points Possible
Explain the global situation		10
Answer specific questions relative to the case in paragraph form – No bullet points		25
Describe the company’s approach to the dilemma		15
Evaluate the company’s approach, making recommendations for improvement		25
Support arguments from textbook and scholarly literature		10
Demonstrate effective written communication with APA style formatting		15