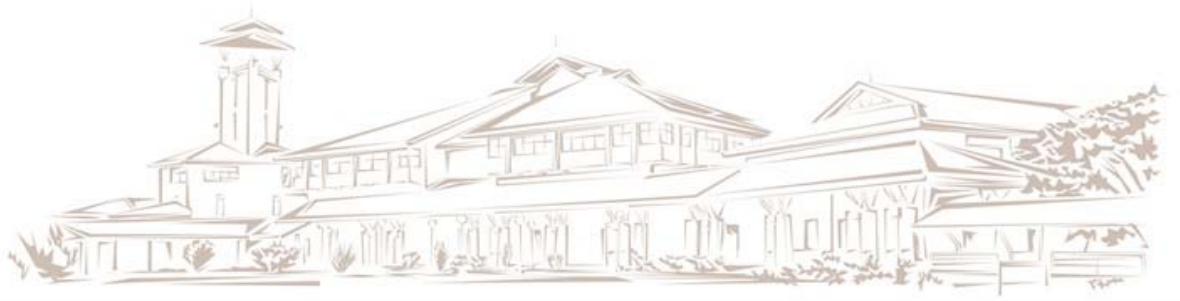


"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/121/MM/2021/01

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Corning Victus

Praveen S¹

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Please contact the corresponding authors if you would like to access the full case

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Abstract:

The case introduces the history and product development of Corning screen protection glasses for smartphone. This interesting case presents the participants to the chronological development of various Corning products. The case analysis make participants understand the interlinkages between different marketing decisions and how they are tied to resource expenditure. The case is suitable as the first case for a Marketing Management or Strategic Marketing course.

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