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In early June 1997, the CEO and vice chairman of Grupo Modelo were reviewing the performance of Corona beer in the U.S. market. Despite a much higher sales volume growth rate, Corona still trailed Heineken, the #1 imported beer brand in the U.S. market. Could Corona overtake Heineken and, if so, what marketing strategy changes needed to be made?

#### Corona Beer - Case - Harvard Business School

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### Calyx & Corolla - Case - Harvard Business School

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#### Harvard Business School - Wikipedia

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