

The numbered columns correspond to the twelve chapters in the book. A star (\*) indicates a main use chapter for a given case (the chapter for which the case is most relevant), and a dot (•) indicates other chapters for which a given case is also relevant

	1	2	3	4	5	6	7	8	9	10	11	12
Accor (hotels; France)						•		•		*		•
Airbnb (short-term rentals)					*	•					•	
Amazon (e-commerce)			*			•	•			•		
Aparkalo (parking)			•								*	
CredEx (Fintech/microfinance)	•				•	•			•		•	*
Cuvva (car insurance)	•	*	•									
Dollar Shave Club (direct-to-consumer shaving supplies)				•				*		•		•
Douglas (beauty retailing)	*							•		•		•
Edaixi (laundry services)		•										*
Electric Vehicle Company (historic case study on early electric cars)				*	•							
Hilti (power tools)	•			•				•		*		•
JD (e-commerce)	*	•			•							
Lemonade (insurance)				*	•							

Marcus (consumer banking)					*						•		
MoviePass (movie theater subscription)							*	•					•
NIO (electric cars)			*	•				•					
Pinduoduo (e-commerce)					•			*					
Rent the Runway (fashion rental/subscription service)						*	•	•					
Ryanair (airline)		•						•	*	•			
Tencent (Chinese technology conglomerate)		*						•					•
Tesla (electric cars)				*	•								
YuLife (life insurance)				•				•			*		