1. (35%)  
U.S. airlines purchase almost half of all of the aircraft sold worldwide. Most of the customers buy from Boeing. If you were an Airbus official, how would you get U.S. carriers to buy your European-made planes? (Making Business Decisions)

2. (30%)  
With a joint venture, the foreign company agrees to share equity and other resources with other partners to establish a new entity in the target country. Depending on the equity stake, three forms of partnerships can be distinguished: majority (more than 50 percent ownership), fifty-fifty, and minority (50 percent less than ownership) ventures. Yet, there are some important lessons that can be drawn from past joint venture fairy tales and horror stories. What do you think of these important lessons could be? (Global Marketing Management)

3. (35%)  
Tom Elliott, Honda’s senior vice president of Automobile Operations, said: When you think about cars in the class of a Mercedes or a BMW, the name Honda doesn’t spring to mind because we’ve created an image that our products stand for lower-priced fuel economy, a good value for your money, and quality. Honda owners know that we make the Acura. We have customers who bought the Civic in the mid-1970s. Many of these same customers became Accord owners. Now we have something to offer them as they get older and become more affluent. (Business Policy)

Would you give us your comments about this passage?