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## Article

# Teaching note for vase: Reinventing the container shipping industry

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## Teaching Note for Case: Reinventing the Container Shipping Industry

Jens Geersbro · Thomas Ritter

### How to use this teaching note

The case discussions benefit hugely from student preparation – and students like to search the web for background information and insights. For this reason, we have prepared a short case including websites for further reading. The case discussion may start by students shortly presenting the industry, the company, and the concept of Daily Maersk. We often show the Daily Maersk introduction video (available on YouTube) to set the scene before discussions begin.

For each topic in this teaching note, we offer a reading list which can either be set as pre-reading for the session or used as follow-up reading. We then present the questions and suggest a typical flow of the discussions with associated figures that we typically will draw on a white board or flip chart. Further background readings are listed at the end of each topic section.

Please send e-mail to [jbm@wiwiss.fu-berlin.de](mailto:jbm@wiwiss.fu-berlin.de) to receive full teaching note.

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