

Additional Articles and Case Studies

CASE STUDY SERIES

SPECIAL EDITION

In addition to the content published annually in hardcopy in the Cornell Real Estate REview, the Baker Program in Real Estate produces a number of other articles and cases that are used as teaching resources in undergraduate and graduate teaching forums. This additional content is published and available through the Baker Program in Real Estate website at: <http://crer.realestate.cornell.edu>.

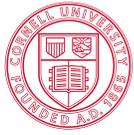
An example of articles that you will find on the CRER website is the most recent publication entitled "Target Explores Canada: Adventures in Canadian Retail", authored by Baker Program student Matt Legge and Cornell School of Hotel Administration student David Weinstein.



Target Explores Canada: Adventures in Canadian Retail

This article explores the Canadian retail industry on the eve of the entry of the U.S. retailing giant Target, which has recently acquired the leases for up to 220 stores in prime locations across the country from the Hudson's Bay Company. Target's entry becomes a game changing event for Canadian retailing, and shakes the industry to its very foundations. The article walks students through the history of retailing in Canada, the market dynamics that Target finds itself stepping into, and then explores how various retailers and real estate players have responded to both the competitive threat of Target, and also a number of other dynamics that have made Canada one of the most compelling places for retail. Students are provided with an opportunity to explore retail from both a real estate, and also an operating company perspective, allowing them to understand what separates true merchandisers from pretenders, and to deduce where the opportunities lie for real estate professionals amid all of the change and challenge.

Visit www.crer.realestate.cornell.edu
to find this and other Cornell Real Estate Review articles and cases.



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CORNELL REAL ESTATE REVIEW

REview aims to provide a conduit for scholars, professional practitioners and students to express ideas, concepts and research findings from all fields related to the real estate profession. **REview** focuses on the interdisciplinary nature of real estate by blending both informational practical papers with application-based academic research across the breath of design, business, economics, engineering, finance, law, planning, development, marketing and property management.

Information on submission requirements can be found at www.crer.cornell.edu or via e-mail from the CRER Executive Editor at crer@cornell.edu

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