

# R&D Brain Update

FRESH AND NEW IDEAS  
EVERY MONTH

## Tamago-Ya of Japan: Delivering Lunch Boxes to Your Work



CASE STUDY ANALYSIS  
FROM STANFORD GRADUATE SCHOOL OF BUSINESS

THURSDAY / JULY 3, 2008  
04.00 - 05.00 PM  
AT THE JOSEPH WIBOWO CENTRE CAMPUS  
ROOM - 209

REVIEWER : YANITA  
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R&D DIRECTORATE BINUS BUSINESS SCHOOL

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