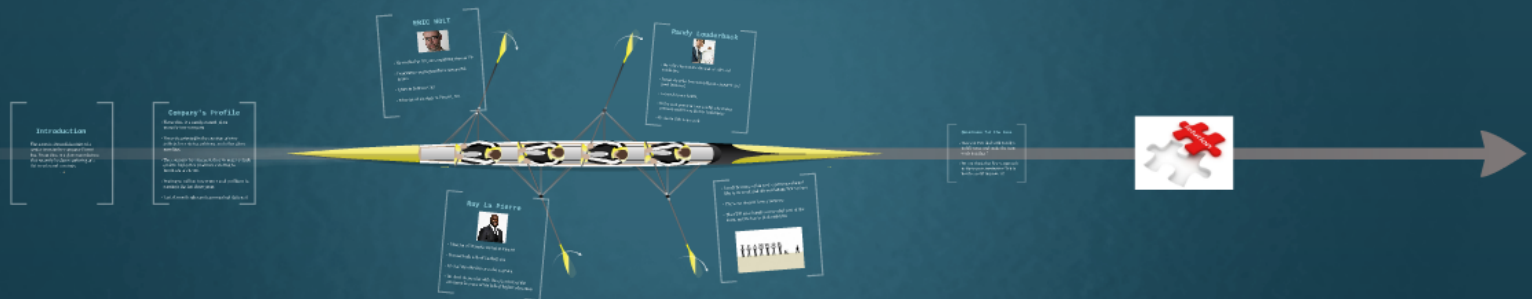


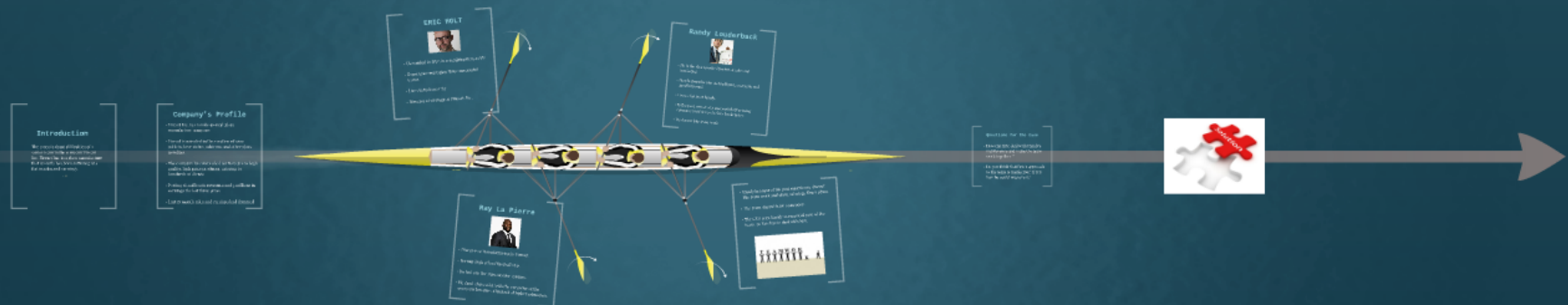
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Manuel Veras	2012-5226
Rosaliz Mendez	2011-5151
Sally Petit	2011-5669
Diego Degadenzi	2011-5013

Introduction

The case is about the difficulties of a senior team in the company Fireart Inc. Fireart Inc. is a glass manufacturer that recently has been suffering of a flat in sales and earnings.