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The EMI case is meant to function as an engaging introduction to topics and corporate financial policy in handling the right side of the balance sheet. The case compares its recent inability to triumph in financial markets and EMI's storied success with artists like the Beatles, the Beach Boys, Pink Floyd, and Norah Jones.

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CASE STUDY: EMI Group, PLC CD Pricing in the recorded music industry. Company Overview Electric & Musical Industries (EMI) was

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established in 1931. EMI Group, PLC is the world 3rd largest music company which based in London. It is the world largest independent music company, not being a unit, subsidiary or division of a larger conglomerate corporation.

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EMI Group, PLC: CD Pricing in the Recorded Music Industry Case Study Matthew Curtis John Humphreys MKT 515 - Winter 2010 3/17/10 I. SITUATION ANALYSIS Nature of Demand EMI is the largest independent music company and is 3rd among the top 5 music companies globally, with 12.6% of the global market share.

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