Goodex is an interactive case study which shows the successful implementation of a Dutch on-line auction company in Spain, at the time when the internet bubble was bursting.

The student will work through the different chapters:

- The company
- The sector
- The customers
The case study includes documents from the company (presentations), its customers (interview videos) and its industry that set the context for students. When analysing the case, students will learn about the disadvantages of Internet businesses, the advantages of defining a clear business strategy, the problems of creating a new company, etc.
A real simulation is included where an inverse auction process will be described with the help of an audio narration. Students are able to learn about tactics and how to optimize these resources.