Catellani Reaction: Synthesis of \( \sigma,\sigma' \)-Disubstituted Vinylarenes

**Significance:** Catellani and co-workers reported a highly regioselective multiple functionalization of iodoarenes via a complex palladium-catalyzed cycle.

**Comment:** The proposed mechanism proceeds through a palladacycle, which is formed from the iodoarene, norbornene, and the palladium catalyst.

**Selected examples:**

- Oct \( \text{CO}_2\text{Me} \) (84% yield)
- Bu \( \text{CO}_2\text{Me} \) (44% yield)
- Bu \( \text{Ph} \) (31% yield)