

Sign up to
trial today!

 **SAGE** businesscases

sagepub.com/sage-business-cases

Find out more!

Discover the other innovative solutions from
SAGE Business & Management:

- SAGE Business Researcher
- SAGE Business Stats
- SAGE Business & Management Video Collection

For more information or to request a FREE 30-day trial,
please contact us at apac-librarysales@sagepub.co.uk.

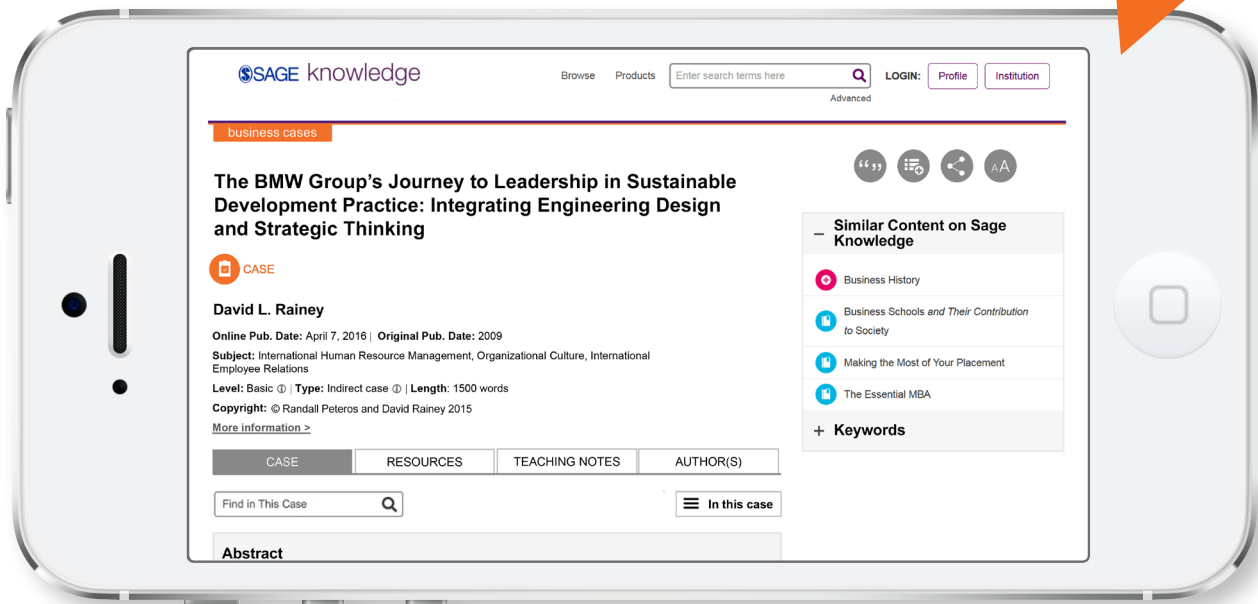


@SAGElibrarynews

SAGE businesscases

Bring the real world to the classroom

New in 2016!



sagepublishing.com

businesscases

A Product Unlike Any Other

SAGE Business Cases brings business to life—inspiring students and researchers to develop their own best practices and reach for professional success. The first digital collection tailored to library needs—**SAGE Business Cases** is highly interactive, faculty-friendly, and allows for instant and lasting IP access rather than the usual per case purchase model.

This robust and truly global resource provides the **Application** of core concepts to real-world business situations. Offered on SAGE's digital library platform, **SAGE Knowledge**, **SAGE Business Cases** are integrated with SAGE's journal, book, video, and reference content, allowing for a rich scholarly environment and enhanced discovery.

Key Features and Benefits

- Designed to suit a range of academic uses: from short vignettes to narrative long form, written using both field research and publicly available sources
- Campus-wide access provides easy discovery for students and faculty to use in courses and research
- Critically minded, up-to-date, and complementary to other **SAGE Business & Management** content
- Many cases will include teaching notes and discussion questions to ensure effective classroom use
- Available for subscription or purchase

SAGE Business & Management Advisory Board

- Donald Anderson, *University College, University of Denver*
- Robert Atkin, *Katz Graduate School of Business, University of Pittsburgh*
- Lourdes Casanova, *Samuel Curtis Johnson Graduate School of Management, Cornell University*
- Jean-Anne Stewart, *Henley Business School, University of Reading*
- Paul Swiercz, *Dept. of Management, George Washington University*
- Kenneth Thompson, *Driehaus College of Business, DePaul University*
- Carolyn Wiley, *Heller College of Business, Roosevelt University*
- Paul Willman, *Dept. of Management, London School of Economics and Political Science, UK*
- Noah Barsky, *Villanova School of Business, Villanova University*
- Mary Barrett, *School of Management, Operations and Marketing, University of Wollongong, AU*

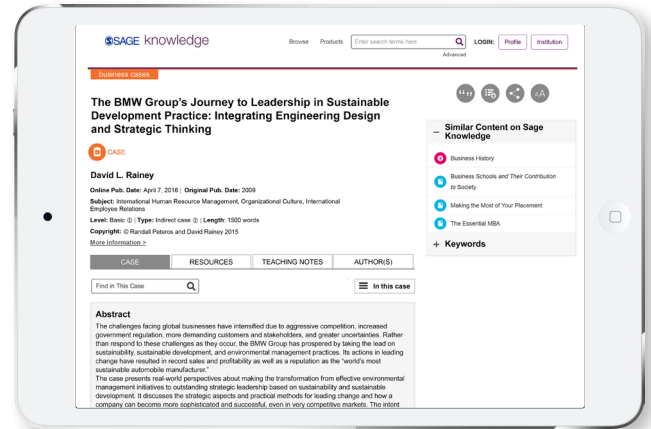
Collection Coverage

At launch, **SAGE Business Cases** will consist of more than 1,000 cases covering such contemporary and newsworthy issues as:

- General Business & Management
- Accounting
- Business Ethics & Corporate Social Responsibility
- Economics
- Entrepreneurship
- Finance
- Human Resource Management
- Information & Knowledge Management
- International Business & Management
- Leadership
- Marketing
- Operations Management
- Organizational Studies
- Strategic Management
- Other Management Specialties
- Research Methods for Business & Management
- and more!

Sample Cases

- The Pilates Gym: Entrepreneurship in Spain in Trying Times
- Women in Leadership: Challenges for Daughters Taking Over Family Businesses
- The BP Gulf of Mexico Oil Spill
- Chad-Cameroon Pipeline
- The BMW Group's Journey to Leadership in Sustainable Development Practice: Integrating Engineering Design and Strategic Thinking
- Engaging Consumers' Sense for Creating Unique Brand Positioning
- The Pippin: Apple's Failed Games Console



Partner Institutions

In addition to SAGE's proprietary and newly commissioned cases, the collection includes cases from a growing list of world-renowned institutions and associations:

Cambridge Judge Business School, University of Cambridge, UK • Graziadio School of Business and Management, Pepperdine University, USA • The Indian Institute of Management Ahmedabad (IIMA), India • Institute for the Study of Diplomacy, Georgetown University, USA • Kellogg School of Management, Northwestern University, USA • Society for Human Resource Management (SHRM), USA • Tsinghua University School of Economics and Management, China • Wits Business School, University of Witwatersrand, South Africa • Yale School of Management, Yale University, USA