

SAGE businesscases

Real world classes at your fingertips



Unlimited access to over 3,000 cases!

Both instructors and students will find SAGE's business case database useful. Instructors will want to assign cases from SAGE Business Cases, and students will almost certainly find the wide depth and breadth of the database useful for research purposes. **Highly recommended for academic and public libraries.**

- ARBA (American Reference Books Annual)

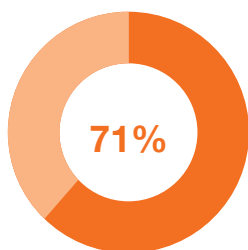
sk.sagepub.com/cases

Collection Coverage

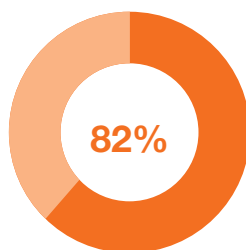
SAGE Business Cases consists of over 3,000 contemporary and newsworthy cases. New cases added in 2019 include Women & Leadership, Sustainability, Music Marketing, Economic History, Social Impact, Family Business, Healthcare Management, Ancient Leadership, Global Marketing, Venture Capital.

- 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
- Sports management and more!

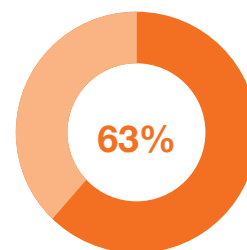
Teaching notes



Discussion questions



Learning objectives



Geographic Coverage

Truly global scope: we provide cases those are both written by and about companies and institutions around the world both big and small, with a focus on current emerging countries.



Region	Case Count
APAC	754
EMEA	627
North America	1,361
South America	37
Global*	386

*Global means the setting of the case is international

Why SAGE Business Cases?

Designed to suit a range of academic uses:

from short vignettes 800 words to narrative long form 5000 words, written using both field research and publicly available sources; content type for different level of learners: Basic, Intermediate and Complex.



Accompanied by instructor-only teaching notes

with suggested teaching strategies, target audience, and possible responses to discussion questions that can help facilitate classroom discussion.

Critically minded, up-to-date, and complementary

to other SAGE Business & Management journals, books, references, and videos.



Cases are peer reviewed

by academics from around the world. Their astute comments and in-depth feedback help our authors revise and shape their cases, readying them for self-study and the classroom.

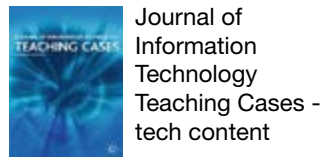
Institution-wide access

provides easy discovery for students and faculty outside the business program; IP-wide, unlimited access to cases at no direct cost to students and faculty.



- Downloadable PDFs
- Link case URL into campus learning management system for easy student access
- Citation Tool
- Counter Reports
- MARC Records

Content Partners



SAGE is now a Business Education Alliance Member of AACSB International (AACSB), the world's most prestigious accreditation body for business schools.

To submit your case, please visit: sk.sagepub.com/sbc-contributor-resources

Sample Cases in APAC region

Title	Geo Regions
Job Dissatisfaction and Employee Turnover: A Qualitative Case Study in Thailand	Thailand
Otsuka Kagu: The Virtues of Being Modern	Japan
Malaysia Airlines: Learning From the MH370 Event	Malaysia
Marketing a New Route: Norwegian Flies London–Singapore	UK; Singapore
Next Generation Succession: Take Over or Leave VDC Dairy Farm?	Philippines
An Entrepreneur's Brave Attempt to Go International	Indonesia; Malaysia
handy: Revolutionizing the Way Travelers Stay and Play	China, Hong Kong SAR
Didi Chuxing: Expansion and Risk Management	China
Qihong Liu at Loong Air (長龍航空): Making the Dragon Fly High	China
Marketing in Action: Hamilton Island Best Job in the World Campaign	Australia
Marketing in Action: The Ethics of Portraying War as a Tourism Attraction in Vietnam	Viet Nam
Zeald: From Start-Up to Maturity	New Zealand
Oreo Cookies in China	China; America
Plastic Surgeons: Beauty Doctors or Merchants of Beauty?	Republic of Korea; America
Succession at Hiap Hoe Ltd.: Love and Fairness	Singapore
Aromababy – Australia's First Organic Baby Skincare Range	Australia
Fighting the Giants: The Case of a New Player	Malaysia
The Village Farm Resort and Winery	Thailand
Jin Jung Sung (Authenticity): Creating Shared Value the CJ Way	Republic of Korea
Tesco in South Korea: Strategic Localization	Republic of Korea
Can Electronic Portfolios Transform Education in Thailand?	Thailand
Mama Needs to Rest: Marketing the Postpartum Experience	China; America
Selective Neoliberal Directives and Their Outcomes on the Common Good: Three Intertwined Stories From Aotearoa-New Zealand	New Zealand
Balancing Family and Business Outcomes: The Case of the Controversial Niece	Philippines
Boxful: Revolutionizing Storage Space in Cramped Cities	China, Hong Kong SAR
Identification of Stakeholders in an Organisational Change Process	China, Hong Kong SAR
Development of Mass Transit Railway Systems in Hong Kong: Rail Plus Property Model of MTR Corporation	China, Hong Kong SAR
The Thai Institute of Directors: A Response to the Asian Financial Crisis	Thailand
SenseTime: Growth in the Midst of Controversy	China, HK SAR; Japan; Singapore
Klook: Shaping the Way Travelers Discover Destinations and Customize Itineraries	China, HK SAR; Macao SAR; Japan

Title	Geo Regions
Women and Leadership: Opportunities for Women Managing E-Businesses	China
Trevor Family-Business Compensation Framework: Is It Fair?	Philippines
Building Place Brands: There's Nothing Like Australia	Australia
Corporate Responsibility and Sustainability: DHL, the National University of Singapore, and the Asia Pacific Sustainable Supply Chain Centre	US; Singapore; Germany; Netherlands
Fisher & Paykel Appliances: Fitting in to Haier's Global Innovation System	China; Italy
Cross-Border Acquisitions by Takeda	Japan
A Place in the Family: Corporate Governance Practices in Family Firms	Indonesia; Singapore
HSBC in East Asia (Before the 2008 Credit Crunch)	China, Hong Kong SAR
ITOCHU: A Japanese Firm in the Era of Retrenchment and Reform	Japan
China as a Generating Region	China
The 1997 Asian Financial Crisis	Asia
Wynn Resorts: Bringing Together the Pieces to Build a Multibillion-Dollar Company	China, Macao SAR; America
ANZ Bank: Building a Strategy for Asia	China, HK SAR; UK; Thailand
Who Leads Change Processes? From the Case Study of Japan Railways Kyusyu	Japan
Food Malayan Berhad's Intention to Grow Its Businesses	Malaysia
Kikkoman Soy Sauce: A Tradition of Trade	Japan
The "Mobile You" Breathalyzer	Japan; Germany
A Good Night's Sleep	Japan
Tesco Targets China	China; United Kingdom
Mobile Phone Marketing	Philippines
Exporting and the Business-to-Business Market: Alibaba.com	China
Supply Chain of Dong-In Entech in Philippines	Philippines
Ethical Absolutist and Ethical Relativist Approaches to Foxconn's Employment Practices	China
Facing Some 'Home' Truths: Brand Backlash and the Case of Qantas	Australia
It's a Small World: Worldwide Declining Attendance and Disney Theme Parks	China, HK SAR; Japan; America
TravelSmart: An International Approach using Social Marketing Techniques to Change Travel Behaviour	Australia
Foreign Direct Investment in Emerging Markets: The Case of the Chinese Electric Car	China; America
Global Chain of Command: A Japanese Multinational Manufacturer in the United States	Japan; America
Challenges and Resolutions in a Small-Sized Thai Family Business: The Case of Chug Yont Engineering Co., Ltd	Thailand

Available for subscription or purchase.

Contact us to learn more cases, or for a free trial: saplibrarymarketing@sagepub.co.uk