



## What makes SAGE Business Cases different?

When assessing the market, SAGE knew we could deliver a modern business case collection. Our forward-thinking approach provides foundational business coverage and fills known content gaps with diverse, global viewpoints that hit on emerging trends.

**SAGE Business & Management** resources empower students to shape the future of business and support a thriving global society. [SAGE Business Cases](#) can accelerate your students' capabilities to:

- Generate ideas that can lead to real-world innovations
- Grapple with complex, interdisciplinary issues and find solutions
- Conduct transformative business research
- Advocate for ethical and sustainable practices
- Apply practical skills to support academic and professional success
- Gain insight into the diverse and global business environment

### Unlimited access

Our library model ensures that all researchers have unlimited access to our full collection of over 4,250 cases. [SAGE Business Cases](#) provides unlimited use across campus for faculty, students, and alumni. No direct cost to students and no need for faculty to re-license cases.

### Ready for any classroom setting

- Easy to embed cases in online courses. No need to re-license content each semester
- Cases that speak to headlines in the news
- Time-saving support for instructors. Most of our cases come with teaching notes and discussion questions to spark student engagement
- No extra steps or expense for students to go purchase content for online classes
- Alumni access means graduates can access valuable industry content for their job search

### Rigorous standards

Our editorially driven approach focuses on developing original content and [key university and association partnerships](#), including [The Kellogg School of Management at Northwestern University](#), [Berkeley-Haas Case Series](#), [International CHRIE](#), and [Institute of Management Accountants \(IMA\)](#) to build an academically curated collection for transformative business research. Our editors are actively engaged with top business education faculty to respond to needs and trends.

### Minding the content gap

SAGE publishes cases that ask readers to consider different cultural contexts and economic perspectives. With our [SAGE Originals](#) case series, leading academics take on topics that have been traditionally overlooked or undertreated in business education such as [Women and Leadership](#), [Sustainability](#), [Social Impact](#), [Family Business](#), and more. We don't require company sign-off for our SAGE Originals, allowing us to give students an unbiased, objective view for a more robust learning experience. New SAGE Originals case series launching in 2021 include Immigrant Entrepreneurs, Valuation, and Coaching and Mentoring, as well as new cases added to our existing series.

## Global content and authorship

Our collection represents the modern business landscape with international content partners and original, exclusive cases from global academics representing over 100 countries, bringing a needed variety of viewpoints and experiences. SAGE Business & Management resources empower students to shape the future of business and contribute to building a thriving global society.

## Diversity of perspectives

Moving beyond the corporate boardroom, find cases that engage students in applying core concepts into practice with examples ranging from private small businesses and startups to public Fortune 500 companies, asking readers to consider diverse cultural contexts, leadership approaches, and economic perspectives from over 2,500 companies and organizations.

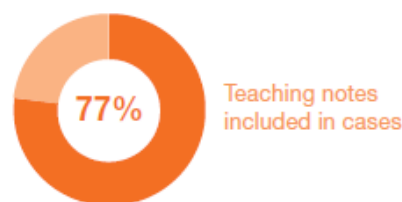
## Cases that meet the need

With ten new cases published six times a year (60 total), [Express Cases](#) are short, news driven cases that connect theory to current affairs in business. Express Cases are ready to implement—no preparation work is needed from students, making it easy for instructors to bring into classroom discussions.

Meeting known demand from faculty, our new [Enhanced Cases](#) put an emphasis on increased student engagement. Cases feature video, animation and/or cases written around specific data sets within [Data Planet](#) with interactive live data embeds.

- Express Case: [How Will BLM Change Corporate Activism?](#)
- Express Case: [Can a Pandemic Energize the Labor Movement?](#)
- Case with data: [More Education, Less Incarceration: Good Policy, Good Politics, or Both?](#)

## How does SAGE Business Cases compare?



	SAGE Business Cases	Case Centre	Emerald	Harvard
Campus-wide access	✓	✗	✓	✗
Perpetual access	✓	✗	✓	✗
Host 4,250+ global cases	✓	✓	✓	✓
Over 20 prestigious content partners	✓	✓	✗	✓
Editorially curated case series	✓	✗	✗	✗
Access to authorized alumni	✓	✗	✗	✗
MARC Records for each case	✓	✗	✓	✗
Flexible pricing models	✓	✗	✓	✗
Citation export to major reference managers	✓	✗	✓	✓

## Committed to the future of business education

SAGE is proud to be an Executive Member of the [AACSB Business Education Alliance](#). As an active part of the AACSB community, we work to provide resources that align with accreditation standards and known needs. Over 65% of United States/Canada Business Cases customers are AACSB accredited schools.



## Sample Cases

Below are sample cases selected by our editorial team for OhioLINK:

- Accounting: [Show Me the Money: Managing Cost Savings](#)
- Brand Management: [Do Brands Matter During a Pandemic? Examining Marketing Communications During COVID-19](#)
- Diversity, Equality & Inclusion: [Saks Fifth Avenue and Transgender Rights](#)
- Finance: [Borrowing While Poor: Evaluating Payday Loan Regulatory Arrangements](#)
- Information Management: [Privacy and Safety Concerns: What Protections Do Online Dating Services Owe Users?](#)
- Investing: [Measuring Mutual Fund Performance: The Selection Decision](#)
- Management: [Climate Change Adaptation, Stakeholder Relations, and Corporate Environmental Responsibility: The Case of a Hydropower-Producing Company in Russia](#)
- Management: [SoulCycle: Reputation Management Strategies in Response to Controversy](#)
- Marketing: [Nike and the Balancing Act Between Social Justice and Selling Products](#)
- Marketing: [Where There's Smoke \(and Mirrors\) There's Fyre!](#)
  
- Coming in 2021: *Bringing football back to campus: A case study on campus expansion and community pushback* (SAGE Originals) by Alicia Cintron at University of Cincinnati, Ohio
- Coming in 2021: *Funding a Community Project in Rural Ohio: The Importance of the "Why" in a Successful Grant Proposal* (SAGE Originals) by James Slack at Jackson State University

## Post-sale Support

SAGE is committed to supporting the successful introduction of SAGE Business Cases for your library, faculty, and students. We offer a variety of training and implementation options including discoverability checklists, training, onboarding outreach, custom case recommendations, and marketing support to make the most of your investment.