**Discover SAGE Business Cases**

**SAGE Business Cases** brings business to life, inspiring students to develop their own best practices and prepare for professional success. The first significant, discipline-wide 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.

**SAGE Business Cases** is designed to engage students in applying core concepts to practice through the use of examples from the global business environment. Our editorially driven approach puts the focus on developing original content and key university and association partnerships to build a collection of more than 4,250 cases representing over 100 countries for transformative business research.

**Collection coverage**
- 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!
The modern case collection for business researchers

Our Cases 2021 collection features two innovative case types, Express and Enhanced. Express Cases are published 6x/year over the course of the year. These short, news-driven cases 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 interactive data embeds from Data Planet.

SAGE is committed to developing cases around emerging and underserved topics that accurately reflect the diversity and shifting priorities of the global business landscape.

— SAGE Business Cases Editorial Team
Benefits of SAGE Business Cases

For your library
- Institution-wide access provides easy discovery
- Integrated with SAGE Recommends, which leads researchers to other SAGE content for an in-depth research experience
- Supports student affordability initiatives with unlimited access to all cases for everyone at your institution
- Available for subscription or purchase

For your faculty
- Designed to suit a range of academic uses, from short vignettes to narrative long-form
- Teaching notes accompany most cases, providing suggested teaching strategy, learning outcomes and discussion questions
- User-friendly platform, making finding, downloading, sharing and citing cases easy
- New collection released annually, which includes SAGE Originals, as well as new cases from our partners, ensures content is timely and relevant

For your students
- Unlimited access to all cases at no direct cost to students
- Cutting-edge cases covering hot business topics and emerging industries
- Gain real-world business experience, and learn from true stories of business success and setback, from industries around the world
- Alumni access, helping graduates get interview-ready with situational questions, and encouraging life-long learning
To find out more about our case series, go to sk.sagepub.com/business-cases-originals-series

Meet SAGE Originals

Our SAGE Originals cases are exclusive to SAGE Business Cases, focusing on current trends and shifts. Leading academics take on core and emerging trends in business education, such as healthcare management, sustainability, family business, social impact and more. These double-blind peer-reviewed cases all feature teaching notes and discussion questions.

Within SAGE Originals we are also partnering with leading academics to create curated series on key topics in business education. Submissions to these series are vetted by an academic series editor in addition to a peer reviewer and SAGE developmental editor.

SAGE Originals Case Series:
- Ancient Leadership
- New! Immigrant Entrepreneurs
- New! Coaching & Mentoring
- International Strategy
- Economic History
- Music Marketing
- Family Business
- Social Impact
- Food Marketing
- Sustainability
- Global Marketing
- New! Valuation
- Healthcare Management
- Venture Capital
- Humanities & Arts in Business
- Women & Leadership

Sample cases:

A new paradigm in the luxury fashion industry: Off-White and the rise of luxury streetwear

The fashion market has undergone continuous and far-reaching processes of change and renewal. The unexpected mixing between fast fashion, sportswear, and luxury fashion have given rise to a new product market category: luxury streetwear. This case focuses on the rise and success of streetwear brand Off-White and asks students to analyze the company’s strategy and forecast how the company—and luxury streetwear as a whole—might evolve in the future.

Hubble Contact Lenses: Rapid Growth at the Expense of Consumer Safety?

Hubble Contacts, a direct-to-consumer startup, offers low-cost contact lens prescriptions. Products are delivered using the Federal Trade Commission’s “passive verification” approach, which has led to prescription errors and customer complaints. Leadership has denied accusations of malpractice, and the company continues to follow a passive verification approach while maintaining high annual revenues. This case allows students to identify aspects of Hubble’s business model and develop strategic recommendations for Hubble’s leadership to address concerns about unethical business practices.

The Oracle of Omaha: Liftoff or Crash Landing?

In April 2020, Berkshire Hathaway CEO Warren Buffett was considering his investment in Southwest Airlines. Revenues for airlines on a global basis were being decimated by the coronavirus pandemic sweeping the world. Should Buffett hang on to his stake in Southwest, and perhaps buy even more shares due to the heavily decreased stock price? Or should he divest his stake in Southwest and cut his losses? He had a big decision to make, and it was surely one that Berkshire’s investors would be keenly listening to.
Meet our content partners

In addition to SAGE Originals cases, our collection includes cases from over 20 world-renowned institutions and associations, including:

- Yale School of Management, Yale University, USA
- Kellogg School of Management, Northwestern University, USA
- The Berkeley-Haas Case Series, Haas School of Business, University of California, Berkeley, USA
- University of Zurich, Swiss Chinese Case Study Center, Switzerland
- The International Council on Hotel, Restaurant and Institutional Education (ICHRIE), USA
- Human Kinetics
- Institute of Management Accounting
- Society of Human Resource Management
- New! Indian Institute of Management, Kozhikode
- New! Renmin University of China

“...This is an excellent alternative to Harvard Case Studies, which have been notoriously problematic for library licensing...Easy campus wide access is provided with hassle free licensing.

– The Charleston Advisor

To see our full list of content partners, go to sk.sagepub.com/business-cases-partners
### How does SAGE Business Cases compare?

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<th>Feature</th>
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<th>Case Centre</th>
<th>Emerald</th>
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<tr>
<td>Campus-wide access</td>
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<td>Host 4,250+ global cases</td>
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<td>Citation export to major reference managers</td>
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