

Partner with SAGE to develop your *International Strategy* teaching case

**Series Editor:**

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Sage Publishing continues to grow its global case collection, **SAGE Business Cases**, in particular in key areas we care deeply about, such as the rich and interdisciplinary topic of international strategy. SAGE is pleased to offer case authors:

- Double-blind peer review of your case and teaching note (case= 1,000-5,000 words)
- A thorough editorial process to develop your ideas and prepare cases for successful publication
- Copyright in your name and final PDF for ease use in your classroom
- Payment when your case is published
- An international audience for your work, supported by the global sales force at SAGE

Have you ever gone searching for a suitable case in international strategy but could not find one? Do you have an idea or a rough case draft? Have you written an international strategy-related case you currently used in your classroom? **Bring it to SAGE** and we'll work with you to develop your idea. We also encourage students to work alongside you as case writing enables students to apply theory to real-world situations, and they benefit from co-publication credits. Suggested topics include:

- Company's readiness for entering a new market
- Comparative market analysis (e.g., Market A vs. Market B)
- Comparative industry analysis and pressure for localization
- Regional integration and business strategy (e.g., Brexit-related business strategies)
- Global strategies
- Entry mode
- Interrelation between global strategy and global management
- Global human resource management and cultural agility
- Leadership and new markets

The topics above are merely an illustration. We encourage a broad spectrum of cases on all topics related to international strategy from various industries, geographical areas and diverse business subdisciplines. We are also welcoming teaching cases that explore not only successful enterprises, but also those that provide opportunities to learn from failures.

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**For Questions, Sample Cases, and Author Guidelines contact SAGE Business Cases editorial Rachel Taliaferro ([rachel.taliaferro@sagepub.com](mailto:rachel.taliaferro@sagepub.com)), Editor**

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