

Most Popular Cases

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 4,850 cases representing over 120 countries for transformative business research.

The following are a selection of the most popular cases available within our collection:

1	Perry's Ice Cream Distribution Strategy and Strategic Alliances: The 800-Pound Gorilla	SAGE Originals
2	Facebook: The Evolution of Privacy?	The Eugene D. Fanning Center for Business Communication, Mendoza College of Business, University of Notre Dame
3	Facing Some 'Home' Truths: Brand Backlash and the Case of Qantas	SAGE Originals
4	Engaging Consumers' Senses for Creating Unique Brand Positioning	SAGE Originals
5	Nonprofit Executive Compensation: How Much Is Too Much?	SAGE Publications, Inc.
6	Netflix: Dynamic Capabilities for Global Success	SAGE Originals
7	Marketing in Action: Low Cost Airlines Take Off	SAGE Publications, Inc.
8	Tackling Supply Chain Challenges of Tesla Model 3	NeilsonJournals Publishing
9	Transformational Leadership—Steve Jobs	SAGE Originals
10	Kodak's Faded Picture of Health: A COVID-19 Moment to Exit Photos and Enter Pharmaceuticals?	SAGE Originals – Enhanced Case with Data

Most Popular Cases by Discipline

Accounting

1	Sourcing Dilemma: Building Quality at the Source	SAGE Originals
2	Product Costs: Application in an Insurance Company	Institute of Management Accountants
3	Competing with Fast Fashion at Zara	Institute of Management Accountants
4	Dynamic Medical Solutions: Expanding the Application of Cost Management Principles to Channel and Customer Profitability Analysis	Institute of Management Accountants
5	Patterson Manufacturing	Institute of Management Accountants

Business Ethics & Corporate Social Responsibility

1	Facebook: The Evolution of Privacy?	The Eugene D. Fanning Center for Business Communication, Mendoza College of Business, University of Notre Dame
2	Nonprofit Executive Compensation: How Much Is Too Much?	SAGE Publications, Inc.
3	A Business Ethics Supply Chain Case Study of Publix Super Markets and the Coalition of Immokalee Farmworkers' Fair Food Program	SAGE Originals
4	Sourcing Dilemma: Building Quality at the Source	SAGE Originals
5	Airbnb: Scaling Safety with Rapid Growth	The Eugene D. Fanning Center for Business Communication, Mendoza College of Business, University of Notre Dame

Economics

1	Suzlon: An Indian Wind Energy Company Goes Global	Yale School of Management
2	Analyzing Consumer Behavior During COVID-19	SAGE Originals – Express Case
3	Adaptive Leadership in Times of Crisis	SAGE Originals
4	What Does Retailers' Post-pandemic Future Hold?	SAGE Originals – Express Case
5	Leadership During COVID-19: Conflict and Collaboration	SAGE Originals – Express Case

Most Popular Cases by Discipline, Continued

Entrepreneurship

1	A Transition Towards a Data-Driven Business Model (DDBM): A Case Study of Nettavisen Online Newspaper Publishing	SAGE Originals
2	Villgro Innovation Marketing Private Limited: Building Last Mile Delivery Model Using Entrepreneurs	Indian Institute of Management, Ahmedabad
3	Ryanair: A Low-Cost Business Model in the European Airline Industry	SAGE Originals
4	IKEA	SAGE Publications, Inc.
5	Star Progress Group: Early Stage Business Issues	SAGE Originals

Finance

1	The Expansion of Choppies Into Africa	Wits Business School
2	The Finances of Starting, Operating, and Growing a Small Business	SAGE Originals – Enhanced Case with Data
3	Capital Budgeting Decision Analysis	SAGE Originals
4	Standard Chartered Bank plc: Violating Banking Sanctions for Profit	Wits Business School
5	Peloton Interactive, Inc.: Valuation During a Global Pandemic	SAGE Originals – Enhanced Case with Data

General Business & Management

1	Movie Rental Business: Blockbuster, Netflix, and Redbox	Kellogg School of Management
2	People Operations at Mozilla Corporation: Scaling a Peer-to-Peer Global Community	The Berkeley-Haas Case Series, University of California, Berkeley, Haas School of Business
3	Venita Fields: What Private Equity Professionals Really Do	Kellogg School of Management
4	Contracts on the Silk Road	Yale School of Management
5	General Motors Corporation: Communicating a New Vision for Survival (B)	The Eugene D. Fanning Center for Business Communication, Mendoza College of Business, University of Notre Dame

Most Popular Cases by Discipline, Continued

Human Resource Management

1	Nonprofit Executive Compensation: How Much Is Too Much?	SAGE Publications, Inc.
2	Tagit	SAGE Publications Ltd
3	Amazon.com, Inc.: Big Ideas in a Bruising Workplace	The Eugene D. Fanning Center for Business Communication, Mendoza College of Business, University of Notre Dame
4	Ben & Jerry's CEO Pay Cap and Corporate Social Responsibility: Sweet Justice or Frozen Fiduciary?	SAGE Originals
5	Netflix's HR Policies	SAGE Publications, Inc.

Information & Knowledge Management

1	A Transition Towards a Data-Driven Business Model (DDBM): A Case Study of Nettavisen Online Newspaper Publishing	SAGE Originals
2	When Teammates Do Not Respond: Managing Virtual Project Teams	SAGE Originals
3	Alliance Healthcare Network: Using a Balanced Scorecard to Motivate Change	Institute of Management Accountants
4	Ontela PicDeck (B): Customer Segmentation, Targeting, and Positioning	Kellogg School of Management – Enhanced Case with Data
5	Car Buying in the Digital Age: Key Elements of an Ideal Dealership Experience	SAGE Originals – Enhanced Case with Data

International Business & Management

1	Engaging Consumers' Senses for Creating Unique Brand Positioning	SAGE Originals
2	Netflix: Dynamic Capabilities for Global Success	SAGE Originals
3	Bumpy Road Ahead: The Automotive Interiors Merger That Wasn't	Rotterdam School of Management, Erasmus University
4	Ryanair: A Low-Cost Business Model in the European Airline Industry	SAGE Originals
5	Suzlon: An Indian Wind Energy Company Goes Global	Yale School of Management

Most Popular Cases by Discipline, Continued

Leadership

1	Transformational Leadership—Steve Jobs	SAGE Originals
2	J.C. Penney Company, Inc.: Surviving the Ron Johnson (CEO) Era	Rotterdam School of Management, Erasmus University
3	Bumpy Road Ahead: The Automotive Interiors Merger That Wasn't	Rotterdam School of Management, Erasmus University
4	Strategic Leadership and Innovation at Apple Inc.	SAGE Publications Ltd
5	Less Than Mighty Fresh: Confronting Supermarket Food Waste	SAGE Originals

Marketing

1	Perry's Ice Cream Distribution Strategy and Strategic Alliances: The 800-Pound Gorilla	SAGE Originals
2	Facing Some 'Home' Truths: Brand Backlash and the Case of Qantas	SAGE Originals
3	Engaging Consumers' Senses for Creating Unique Brand Positioning	SAGE Originals
4	Marketing in Action: Low Cost Airlines Take Off	SAGE Publications, Inc.
5	Coke Versus Pepsi: 100 Years of Contention	SAGE Originals- Enhanced Case with Data & Video

Operations Management

1	Tackling Supply Chain Challenges of Tesla Model 3	NeilsonJournals Publishing
2	Supply Chain of Dong-In Entech in Philippines	SAGE Publications Pvt. Ltd
3	Sourcing Dilemma: Building Quality at the Source	SAGE Originals
4	Jiuxian's Omni-Channel Supply Chain Management Based on Digitalization and Channel Integration	Renmin University
5	Natural Disasters and Supply Chain Disruption in Southeast Asia	NeilsonJournals Publishing

Most Popular Cases by Discipline, Continued

Organization Studies

1	Facing Some 'Home' Truths: Brand Backlash and the Case of Qantas	SAGE Originals
2	J.C. Penney Company, Inc.: Surviving the Ron Johnson (CEO) Era	Rotterdam School of Management, Erasmus University
3	Organization Culture—Diagnosis and Feedback	SAGE Publications, Inc.
4	Strategic Leadership and Innovation at Apple Inc.	SAGE Publications Ltd
5	Starbucks: A Story of Growth	Kellogg School of Management

Other Management Specialties

1	Nonprofit Executive Compensation: How Much Is Too Much?	SAGE Publications, Inc.
2	Airbnb: Scaling Safety with Rapid Growth	The Eugene D. Fanning Center for Business Communication, Mendoza College of Business, University of Notre Dame
3	Natural Disasters and Supply Chain Disruption in Southeast Asia	NeilsonJournals Publishing
4	Nike and the Balancing Act Between Social Justice and Selling Products	SAGE Originals – Enhanced Case with Data & Video
5	Sweating the Swoosh: Nike, the Globalization of Sneakers, and the Question on Sweatshop Labor	Georgetown Institute for the Study of Diplomacy

Research Methods for Business & Management

1	Organization Culture—Diagnosis and Feedback	SAGE Publications, Inc.
2	Cerenity Sanitiser: Marketing Research for a New Product Launch (B)	Indian Institute of Management, Ahmedabad
3	Microsoft Office: Gaining Insight into the Life of a College Student (A)	Kellogg School of Management
4	Global Aircraft Manufacturing, 2002–2011	Kellogg School of Management
5	Microsoft Office: Gaining Insight into the Life of a College Student (B)	Kellogg School of Management

Most Popular Cases by Discipline, Continued

Strategic Management

1	Facing Some 'Home' Truths: Brand Backlash and the Case of Qantas	SAGE Originals
2	Netflix: Dynamic Capabilities for Global Success	SAGE Originals
3	Marketing in Action: Low Cost Airlines Take Off	SAGE Publications, Inc.
4	Kodak's Faded Picture of Health: A COVID-19 Moment to Exit Photos and Enter Pharmaceuticals?	SAGE Originals – Enhanced Case with Data
5	J.C. Penney Company, Inc.: Surviving the Ron Johnson (CEO) Era	Rotterdam School of Management, Erasmus University

Questions

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