

# eCase Collection

Real world business scenarios  
for the classroom



# eCase Collection

In 1967, Emerald launched as a business and management publisher. It has published case studies for teaching since 2011 and aims to continue to develop case study products to help educators deliver an enhanced student experience.

New for 2017 is the Emerald eCase Collection, a single annual subscription that provides unlimited access for students and faculty to a growing and evolving digital library of over 1500 real world case studies on a wide range of industries spanning the business and management disciplines from across the globe.

## Real world business scenarios for the classroom

Emerald eCase Collection includes subscription access to teaching case studies published by Emerald in The CASE Journal and Emerging Markets Case Studies and licensed case study content from leading business school partners.



### The Case Journal

The leading peer-reviewed journal featuring factual teaching cases and case exercises spanning the full spectrum of business and management disciplines.

### Emerging Markets Case Studies

A collection of peer-reviewed teaching cases focusing on business decision making and management development through key emerging markets. Cases are written by authors working in or closely with developing economies, offering local perspective with global appeal.



### Licensed Content

Case studies have been licensed from leading international business schools to complement Emerald's existing case portfolio. Content from the Darden School of Business, University of Virginia, and the Kellogg School of Management, Northwestern University, spans the MBA curriculum from accounting to strategy, creating dynamic and effective opportunities for students to understand and apply business theory, analyse complex situations, and formulate solutions.



### Subscription

Access to all content for 12 months

## What does an Emerald eCase Collection subscription include?

### For Librarians

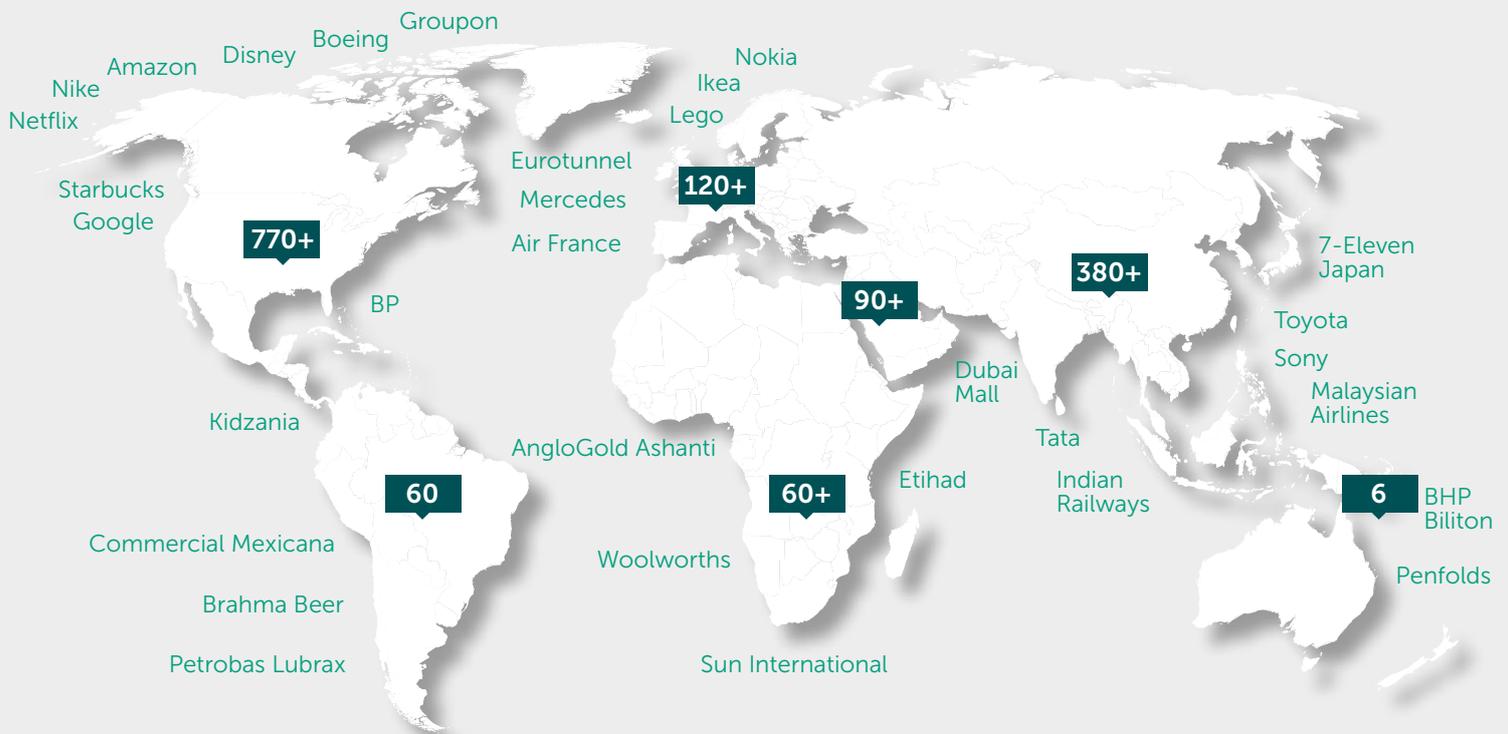
- A digital library with a single subscription for your institution, Emerald eCase Collection will significantly enhance your offering to students and faculty whilst giving central control of budget
- 12 month's subscription access to the full and growing collection of over 1500 case studies
- Unlimited access across subscribing institutions for students and faculty
- eCases are accessed alongside other content on Emerald Insight, enhancing discoverability
- New cases added throughout the year.

### For Teachers and Lecturers

- Prepare students for business by making resources for the case method easier to access
- Browse content by Case Origin, Subject, Publisher and Date
- Simply select a case study of interest and send the link to your students or add to your LMS/VLE
- Online teaching notes are restricted to institutional teaching faculty
- As well as teaching notes, supplementary material and exercises are available for many case studies.

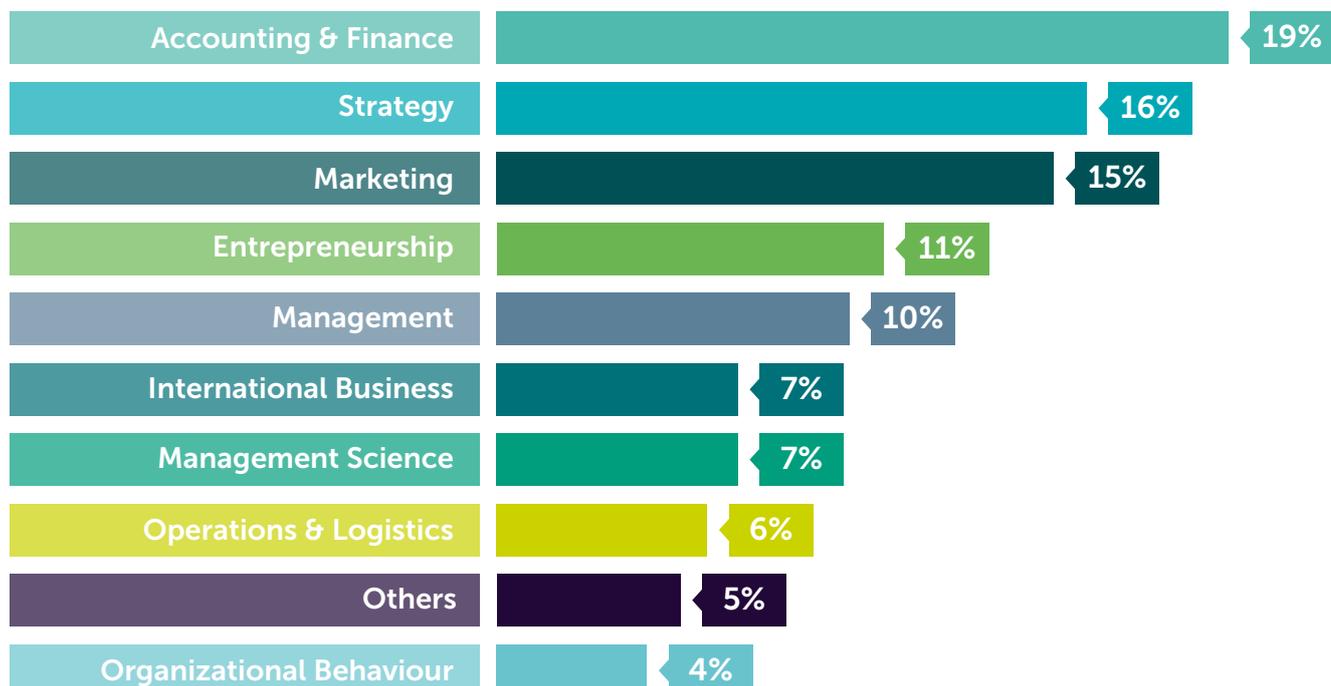
# Introducing challenging scenarios from some of the world's top companies.

Emerald eCase Collection contains real world case studies on a wide range of companies from emerging and mature markets across the globe.



## Over 1500 teaching case studies spanning the full spectrum of business and management disciplines.

Emerald eCase Collection covers a variety of different subject areas across the core MBA curriculum.



## A dedicated research platform

All of Emerald's content is hosted on emeraldinsight.com, providing seamless access to research.

### Accessible

Supporting IP, OpenAthens and Shibboleth authentication enabling streamlined access to content.

Compliant with W3C AA guidelines making content accessible for people with disabilities.

### Integrated

Hosted on the industry-leading Literatum platform from Atypion, aligned to other publisher platforms supporting integration and usability.

Integration with remote customer websites through harvesting and remote search capabilities.

### Discoverable

Citation management and reference linking features, including compatibility with EndNote, Reference Manager, RefWorks, ProCite, Zotero, Mendeley and BibTex.

Content is indexed in all major discovery services including Primo, Summon and EBSCO Discovery Service.

### Customized

Institutional administration area provides single point access to usage reports, KBART & MARC records, subscription listings and co-branding options.

Unique user profile allows registrants to tailor research by saving favourite searches, signing up for new content and citation alerts, and bookmarking favourite publications.

## Delivering a clear and simple user experience

No download restrictions

Concurrent, multi-user access

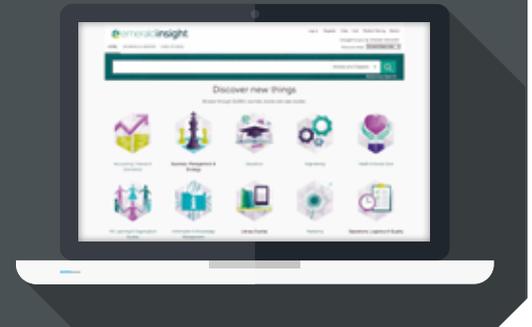
Browse content

Full mobile site access

Institution-wide access

Quick and enhanced search

Direct to desktop



## About Emerald Publishing

Emerald Publishing was founded in 1967 to champion new ideas that would advance the research and practice of business and management. Today, we continue to nurture fresh thinking in applied fields where we feel we can make a real difference, now also including health and social care, education and engineering.

We publish over 300 journals, more than 2,500 books and over 1,500 case studies. Our priority is to build long-term relationships with a global community of authors, teachers and librarians who want to find, share and apply research that matters.

## Contact us

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