

SAGE businesscases

世界顶尖商业案例随手可得



超过3000个案例任您查阅！

无论是教师还是学生，都将深刻体会到SAGE工商管理案例集的实用性。教师可运用其中的案例设计教案，学生会发现该库的深度和广度对他们的学习和研究都很有帮助。向学术机构及公共图书馆强烈推荐该库。

- 《美国参考书年鉴》 (American Reference Books Annual, ARBA)

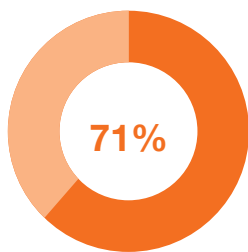
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主题涵盖

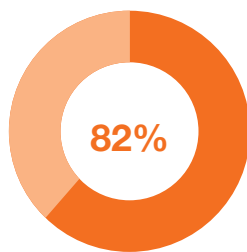
SAGE工商管理案例集包括3,000多个当代具有新闻价值的优质案例。2019年新增的案例包括女性与领导力、可持续发展、音乐营销、经济史、社会影响力、家族企业、医疗看护管理、历史人物领导力、全球营销，以及创投基金等多种主题。

- 一般商业与管理
- 会计
- 商业道德与企业社会责任
- 经济学
- 企业家精神
- 财务金融
- 人力资源管理
- 信息与知识管理
- 国际商业与管理
- 领导力
- 营销
- 运营管理
- 组织研究
- 策略管理
- 运动管理
- 以及其他多种主题

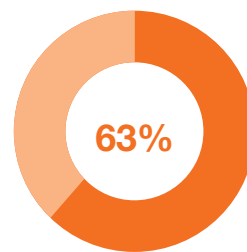
教学笔记



问题讨论



学习目标



地区覆盖

真正的国际性视野：案例覆盖全球各地不同规模的相关公司及机构，且特别着重于当前的新兴国家/地区。



*全球是指该案例背景是国际性的

选用SAGE工商管理案例的理由?

专为学术用途所设计:

篇幅从800字的短篇故事到5000字的长篇叙事式文章不等;内容均经过实地调查或采用公开的资料信息;适合初级、中级与综合的教学与自学使用。



附有教师专用的教学笔记

提供教学策略、目标受众、问题讨论及可能的回应等建议,促进课堂讨论。

批判性思考、与时俱进、优势互补

可搭配其它SAGE商业与管理资料使用,如期刊、书籍、参考文献及视频资料等。



案例均经过同行评审

由世界各地的专家学者进行同行评审;通过他们的专业评论及意见来协助各个作者修改案例,使其更臻完善以供自学及课堂使用。

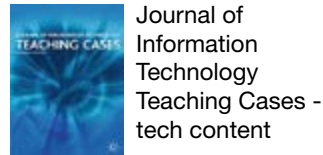
无需个人付费的机构访问权限

让商科系以外的师生也可以轻松查询所需信息;在指定IP范围内,师生无需个人付费即可享有不受限的案例访问权限。



- 可下载PDF文件
- 可将案例URL连接至教学管理系统,方便学生查阅
- 引用文献工具
- 电子资源使用统计报告
- MARC记录

内容合作伙伴



SAGE现已是全球最具盛名之商学院认证机构【国际商学院促进协会】(AACSB International, AACSB) 的商业教育联盟成员。

如欲投稿您的案例，请访问：sk.sagepub.com/sbc-contributor-resources

亚太区案例范例

Title	Geo Regions
Job Dissatisfaction and Employee Turnover: A Qualitative Case Study in Thailand	Thailand
Otsuka Kagu: The Virtues of Being Modern	Japan
Malaysia Airlines: Learning From the MH370 Event	Malaysia
Marketing a New Route: Norwegian Flies London–Singapore	UK; Singapore
Next Generation Succession: Take Over or Leave VDC Dairy Farm?	Philippines
An Entrepreneur's Brave Attempt to Go International	Indonesia; Malaysia
handy: Revolutionizing the Way Travelers Stay and Play	China, Hong Kong SAR
Didi Chuxing: Expansion and Risk Management	China
Qihong Liu at Loong Air (長龍航空): Making the Dragon Fly High	China
Marketing in Action: Hamilton Island Best Job in the World Campaign	Australia
Marketing in Action: The Ethics of Portraying War as a Tourism Attraction in Vietnam	Viet Nam
Zeald: From Start-Up to Maturity	New Zealand
Oreo Cookies in China	China; America
Plastic Surgeons: Beauty Doctors or Merchants of Beauty?	Republic of Korea; America
Succession at Hiap Hoe Ltd.: Love and Fairness	Singapore
Aromababy – Australia's First Organic Baby Skincare Range	Australia
Fighting the Giants: The Case of a New Player	Malaysia
The Village Farm Resort and Winery	Thailand
Jin Jung Sung (Authenticity): Creating Shared Value the CJ Way	Republic of Korea
Tesco in South Korea: Strategic Localization	Republic of Korea
Can Electronic Portfolios Transform Education in Thailand?	Thailand
Mama Needs to Rest: Marketing the Postpartum Experience	China; America
Selective Neoliberal Directives and Their Outcomes on the Common Good: Three Intertwined Stories From Aotearoa-New Zealand	New Zealand
Balancing Family and Business Outcomes: The Case of the Controversial Niece	Philippines
Boxful: Revolutionizing Storage Space in Cramped Cities	China, Hong Kong SAR
Identification of Stakeholders in an Organisational Change Process	China, Hong Kong SAR
Development of Mass Transit Railway Systems in Hong Kong: Rail Plus Property Model of MTR Corporation	China, Hong Kong SAR
The Thai Institute of Directors: A Response to the Asian Financial Crisis	Thailand
SenseTime: Growth in the Midst of Controversy	China, HK SAR; Japan; Singapore
Klook: Shaping the Way Travelers Discover Destinations and Customize Itineraries	China, HK SAR; Macao SAR; Japan

Title	Geo Regions
Women and Leadership: Opportunities for Women Managing E-Businesses	China
Trevor Family-Business Compensation Framework: Is It Fair?	Philippines
Building Place Brands: There's Nothing Like Australia	Australia
Corporate Responsibility and Sustainability: DHL, the National University of Singapore, and the Asia Pacific Sustainable Supply Chain Centre	US; Singapore; Germany; Netherlands
Fisher & Paykel Appliances: Fitting in to Haier's Global Innovation System	China; Italy
Cross-Border Acquisitions by Takeda	Japan
A Place in the Family: Corporate Governance Practices in Family Firms	Indonesia; Singapore
HSBC in East Asia (Before the 2008 Credit Crunch)	China, Hong Kong SAR
ITOCHU: A Japanese Firm in the Era of Retrenchment and Reform	Japan
China as a Generating Region	China
The 1997 Asian Financial Crisis	Asia
Wynn Resorts: Bringing Together the Pieces to Build a Multibillion-Dollar Company	China, Macao SAR; America
ANZ Bank: Building a Strategy for Asia	China, HK SAR; UK; Thailand
Who Leads Change Processes? From the Case Study of Japan Railways Kyusyu	Japan
Food Malayan Berhad's Intention to Grow Its Businesses	Malaysia
Kikkoman Soy Sauce: A Tradition of Trade	Japan
The "Mobile You" Breathalyzer	Japan; Germany
A Good Night's Sleep	Japan
Tesco Targets China	China; United Kingdom
Mobile Phone Marketing	Philippines
Exporting and the Business-to-Business Market: Alibaba.com	China
Supply Chain of Dong-In Entech in Philippines	Philippines
Ethical Absolutist and Ethical Relativist Approaches to Foxconn's Employment Practices	China
Facing Some 'Home' Truths: Brand Backlash and the Case of Qantas	Australia
It's a Small World: Worldwide Declining Attendance and Disney Theme Parks	China, HK SAR; Japan; America
TravelSmart: An International Approach using Social Marketing Techniques to Change Travel Behaviour	Australia
Foreign Direct Investment in Emerging Markets: The Case of the Chinese Electric Car	China; America
Global Chain of Command: A Japanese Multinational Manufacturer in the United States	Japan; America
Challenges and Resolutions in a Small-Sized Thai Family Business: The Case of Chug Yont Engineering Co., Ltd	Thailand

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