

USER GUIDE FOR THE 39 COUNTRY INITIATIVE



HOW TO ORDER CASE STUDIES (39C ADMINS)

TABLE OF CONTENTS

STEP 1: Home Page	3
STEP 2: Collection Selection	4
NOTE: Fee Cancellation Message	5
STEP 3: Filtering for cases and Language	8
STEP 4: Selecting from filtered titles	9
STEP 5: Chosing of format and language	9
STEP 6: Shopping cart and checkout	11
STEP 7: School Information	12
STEP 8: Billing address information	13
STEP 9: Payment Process (No Payment)	14
STEP 10: Access your new cases	17
NOTE: Inspection Copy	19
INSPECTION COPY EXAMPLE	20
TIP: SHORTCUT to Ivey cases	21
LINK TO VIDEO: How to Select a Case ; How to Order a Case;	

This step-by-step guide shows how to place your first order on the Ivey Publishing website. Once you are familiar with the procedure, we invite you to watch our videos that discuss the benefits of case-based teaching, a collaborative, interactive, and learner-centered pedagogical formula that shares control of learning with the teacher. Ivey Business School offers Ivey Publishing case studies free of charge to schools enrolled in the 39 Country Initiative: <https://www.youtube.com/watch?v=ITKP0onCy00&t=12s>

The 39 Country Initiative provides relevant teaching materials for higher education teachers to improve management education in all countries of the world. Case studies are one of the most powerful elements of management education. Ivey has taken a definitive step to make case studies more accessible to all schools in all countries, including emerging countries. University professors in 46 countries with a GDP per capita of less than \$2,000 per year can download all cases from Ivey Publishing's more than 7,500 cases, technical notes, articles, etc. for free. To date, more than 2,300 teachers from eligible countries have registered for access.

The initiative provides free access to Ivey Publishing's case studies for teachers in eligible countries. Orders can only be placed after registration for the program. Please contact us to obtain the authorization form to cases@ivey.ca. You can also find more detailed information on the official website of 39 Country Initiative: <https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/>

Here is the guide that explains how to view and place an order for case studies for your courses and students.

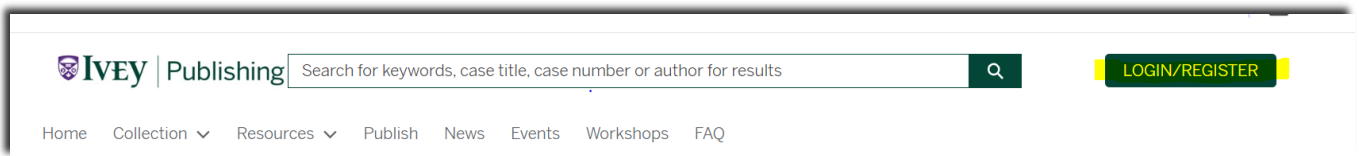
Paul Beamish,

Founder of the 39 Country Initiative

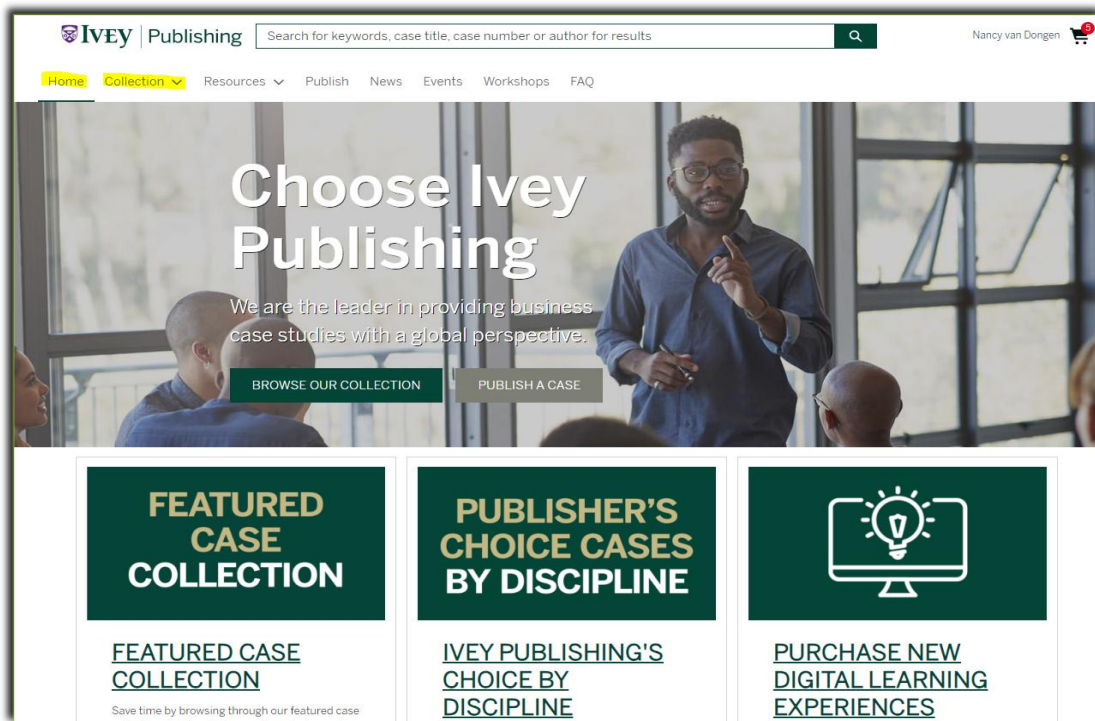
STEP 1: HOME PAGE

We will first go to the [HOME] homepage. <https://www.iveypublishing.ca/s/>

NOTE: Verify that you are logged in.

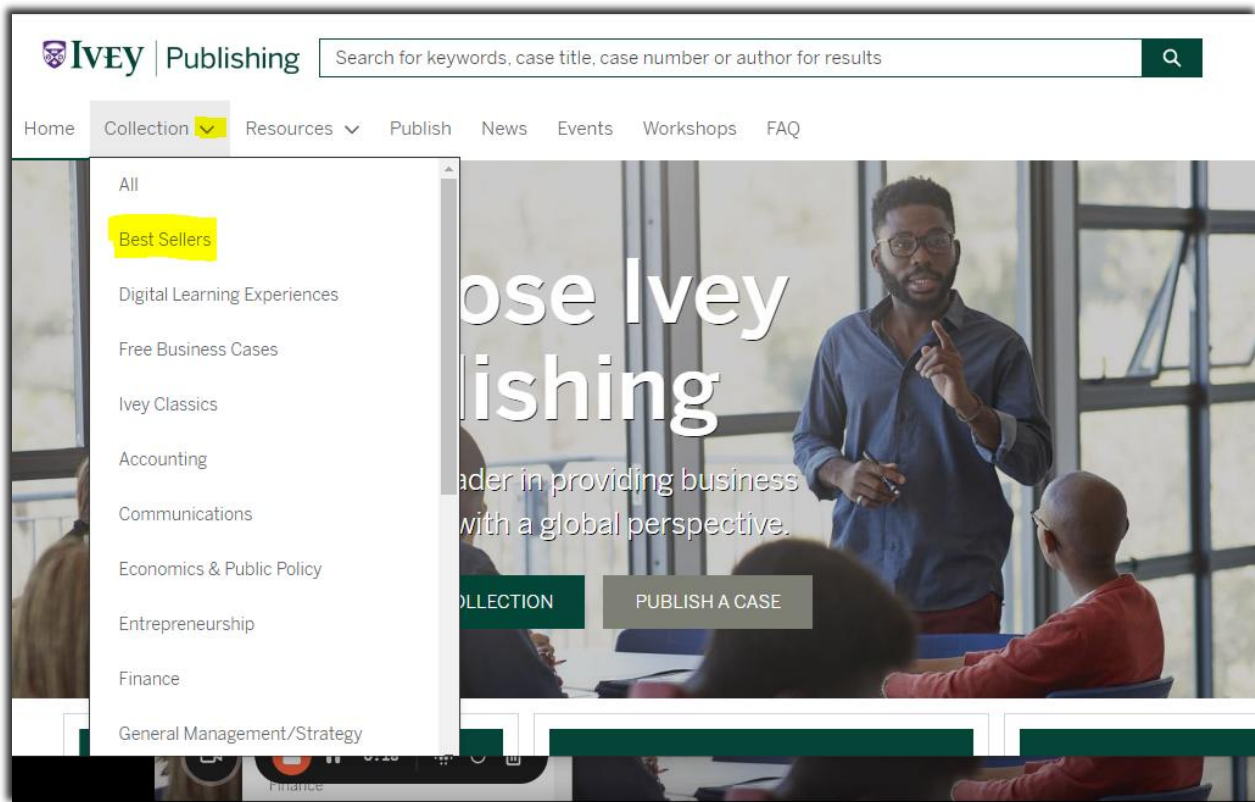


You will find the [COLLECTION] drop-down menu next to the [HOME] tab.



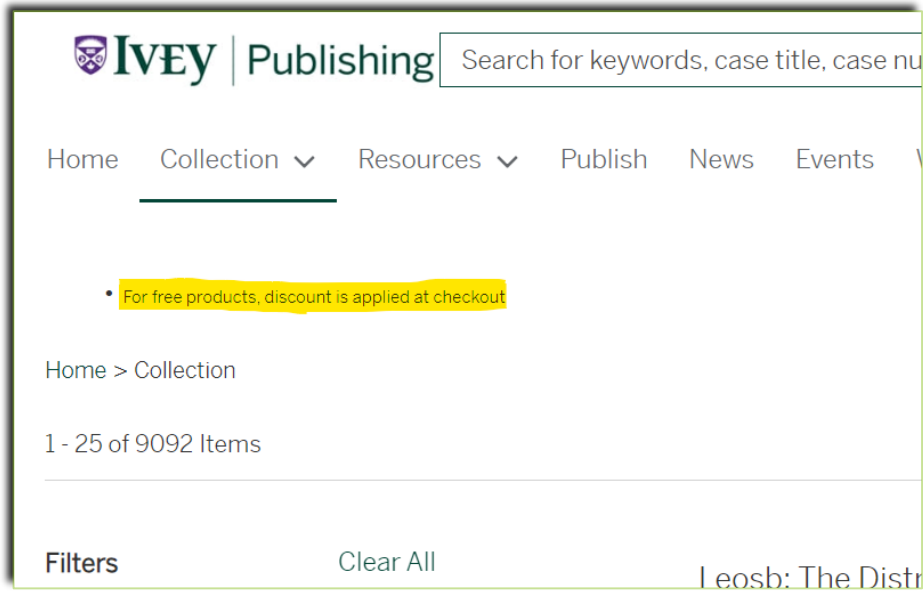
STEP 2: COLLECTION SELECTION

Under the **[COLLECTION]** tab you have a drop-down menu where you can make your selections according to your interests. For example, you can select Best Sellers.



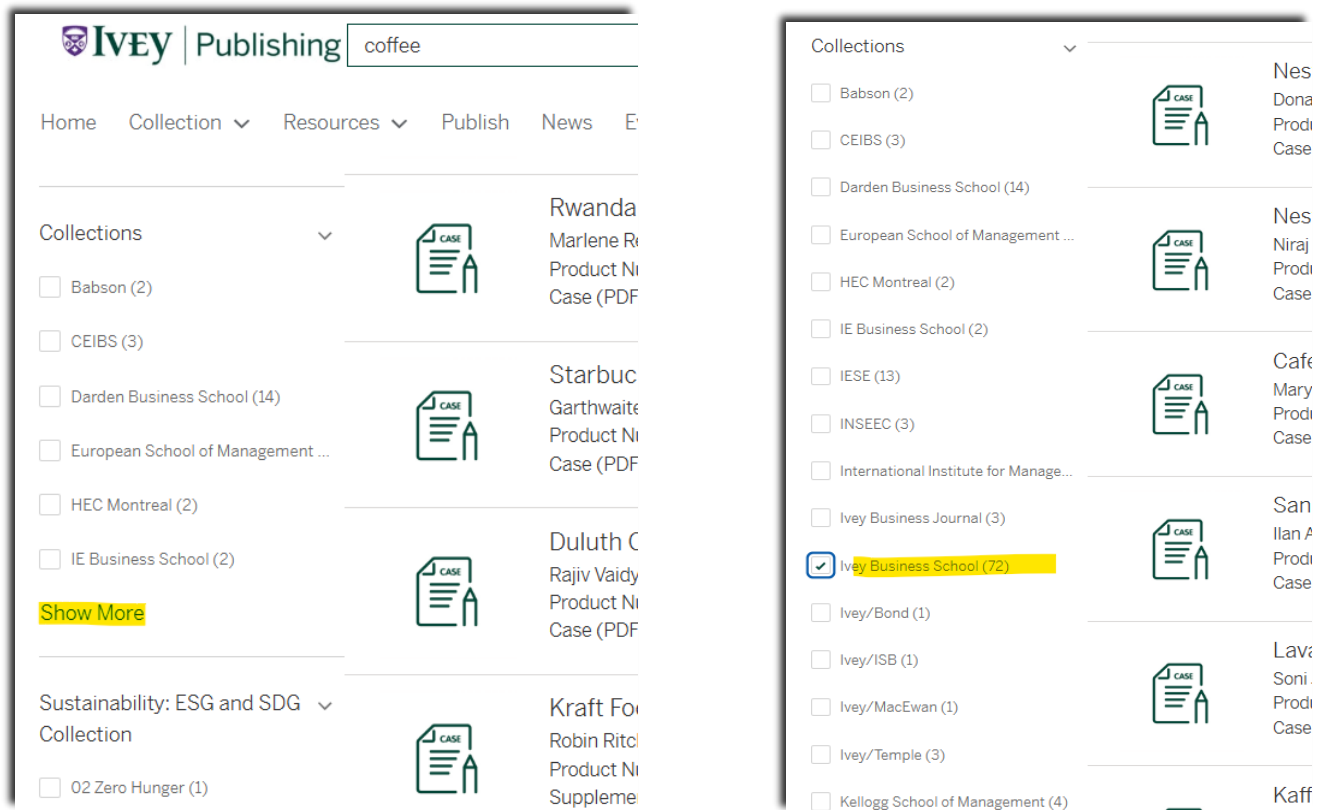
NOTE: FEE CANCELLATION MESSAGE

**You will notice here that it says that For free products, discount is applied at checkout. More on this later.



NOTE: SELECTION OF IVEY BUSINESS SCHOOL CASES

Scroll down to **[Collections]** and click on **[Show More]**. Here, you must select the **Ivey Business School** cases:



The screenshot displays the Ivey Publishing website interface. At the top, there's a search bar with 'coffee' entered. Below it, a navigation menu includes 'Home', 'Collection', 'Resources', 'Publish', 'News', and 'E'. The 'Collections' section is active, showing a list of business schools with checkboxes: Babson (2), CEIBS (3), Darden Business School (14), European School of Management..., HEC Montreal (2), IE Business School (2), IESE (13), INSEEC (3), International Institute for Manage..., Ivey Business Journal (3), Ivey/Bond (1), Ivey/ISB (1), Ivey/MacEwan (1), Ivey/Temple (3), and Kellogg School of Management (4). The 'Ivey Business School (72)' entry is highlighted in yellow. To the right of each school name is a 'CASE' icon and a list of case titles. The 'Show More' button is highlighted in yellow.

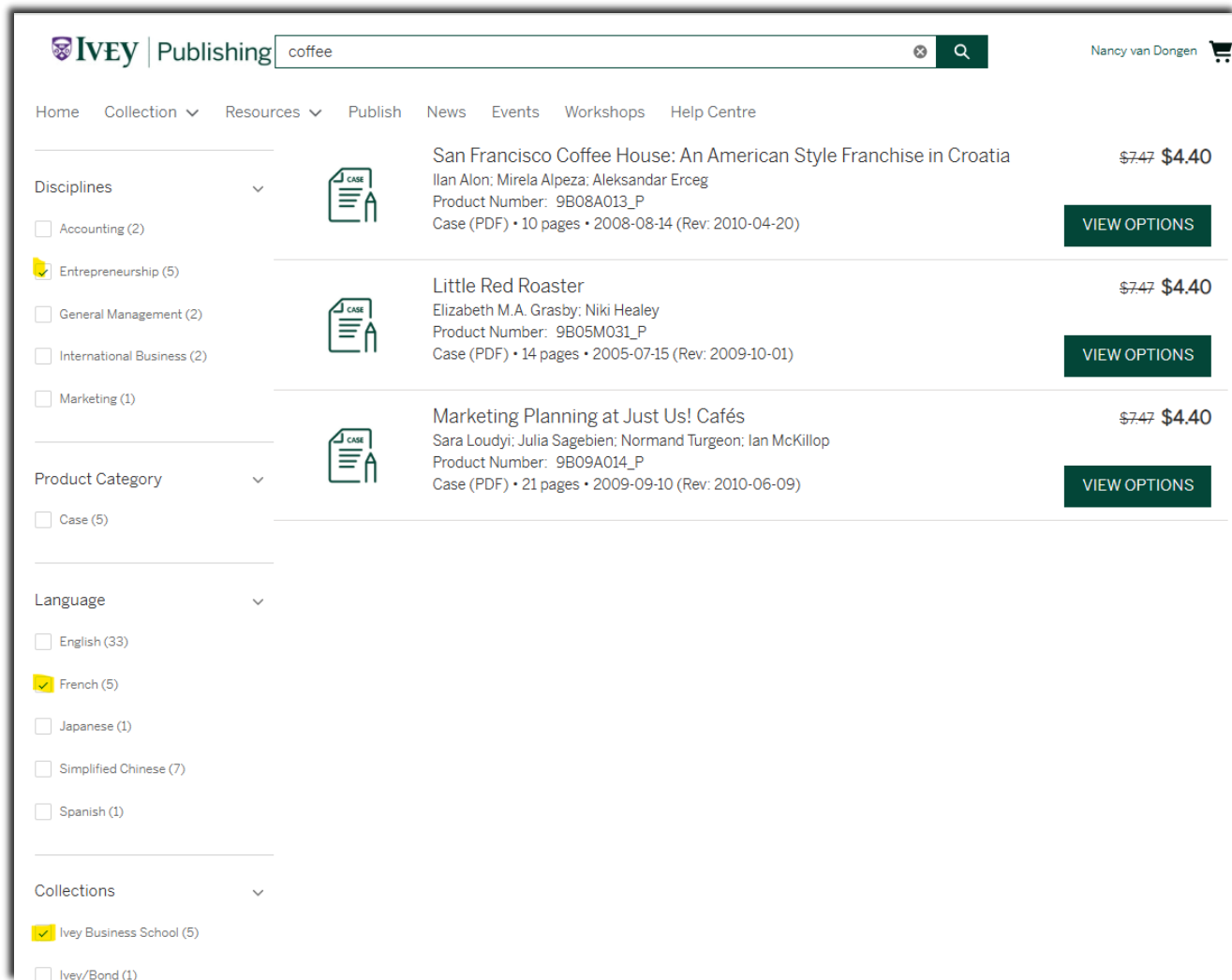
Only Ivey cases are offered at a 100% discount to 39C Administrator accounts.

NOTE: Each school designates one or more **Administrators** in charge of placing orders on behalf of the teaching staff and students with **Educator** status.

For more information about the registration procedure, click [here](#).



Example of 3 of the 7 categories selected from the menu on the left:



The screenshot shows the Ivey Publishing website interface. At the top, there is a search bar with the text 'coffee' and a search icon. To the right of the search bar, the user's name 'Nancy van Dongen' and a shopping cart icon are visible. Below the search bar is a navigation menu with links: Home, Collection, Resources, Publish, News, Events, Workshops, and Help Centre. The main content area displays three case study results for 'coffee'. Each result includes a 'CASE' icon, the title, authors, product number, and a 'VIEW OPTIONS' button. The results are: 1. 'San Francisco Coffee House: An American Style Franchise in Croatia' by Ilan Alon, Mirela Alpeza, and Aleksandar Erceg, Product Number: 9B08A013_P, Case (PDF) • 10 pages • 2008-08-14 (Rev: 2010-04-20), priced at \$7.47 (discounted to \$4.40). 2. 'Little Red Roaster' by Elizabeth M.A. Grasby and Niki Healey, Product Number: 9B05M031_P, Case (PDF) • 14 pages • 2005-07-15 (Rev: 2009-10-01), priced at \$7.47 (discounted to \$4.40). 3. 'Marketing Planning at Just Us! Cafés' by Sara Loudyi, Julia Sagebien, Normand Turgeon, and Ian McKillop, Product Number: 9B09A014_P, Case (PDF) • 21 pages • 2009-09-10 (Rev: 2010-06-09), priced at \$7.47 (discounted to \$4.40). On the left side, there are four filter categories: Disciplines, Product Category, Language, and Collections. Each category has a dropdown arrow and a list of options with checkboxes. The selected filters are: Entrepreneurship (5) under Disciplines, Case (5) under Product Category, French (5) under Language, and Ivey Business School (5) under Collections.

Ivey Publishing coffee  

Nancy van Dongen 

Home Collection Resources Publish News Events Workshops Help Centre

Disciplines 

☐ Accounting (2)

☒ Entrepreneurship (5)

☐ General Management (2)

☐ International Business (2)

☐ Marketing (1)

Product Category 

☐ Case (5)

Language 

☐ English (33)

☒ French (5)

☐ Japanese (1)

☐ Simplified Chinese (7)

☐ Spanish (1)

Collections 

☒ Ivey Business School (5)

☐ Ivey/Bond (1)

San Francisco Coffee House: An American Style Franchise in Croatia \$7.47 **\$4.40**

Ilan Alon; Mirela Alpeza; Aleksandar Erceg
Product Number: 9B08A013_P
Case (PDF) • 10 pages • 2008-08-14 (Rev: 2010-04-20) **VIEW OPTIONS**

Little Red Roaster \$7.47 **\$4.40**

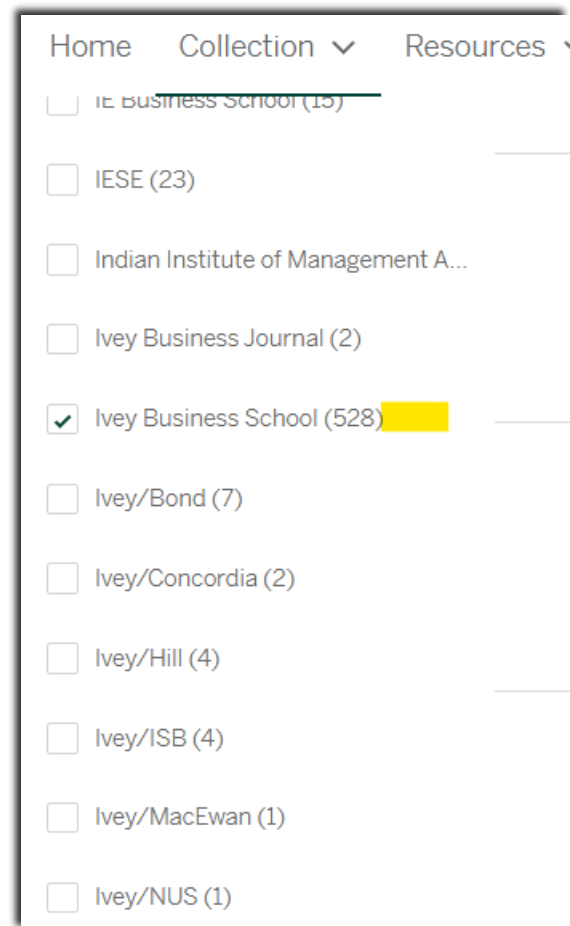
Elizabeth M.A. Grasby; Niki Healey
Product Number: 9B05M031_P
Case (PDF) • 14 pages • 2005-07-15 (Rev: 2009-10-01) **VIEW OPTIONS**

Marketing Planning at Just Us! Cafés \$7.47 **\$4.40**

Sara Loudyi; Julia Sagebien; Normand Turgeon; Ian McKillop
Product Number: 9B09A014_P
Case (PDF) • 21 pages • 2009-09-10 (Rev: 2010-06-09) **VIEW OPTIONS**

IMPORTANT: Be sure that **Ivey Business School** is selected before every new search – the system does not remember your selections from the menu if you alter the text in the main search box.

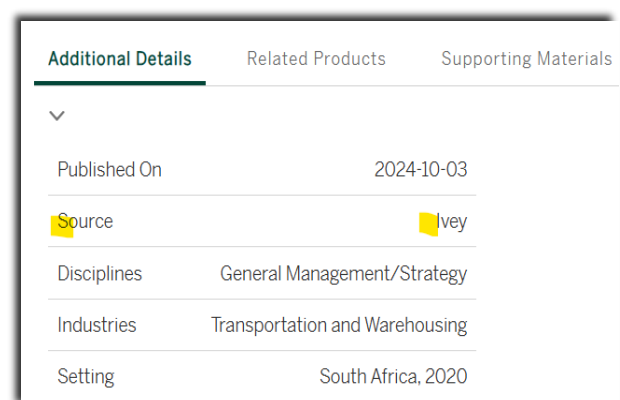
NOTE: You need only select **Ivey Business School**; it encompasses all the cases listed below as co-published.



Home Collection ▾ Resources ▾

- ☐ IE Business School (15)
- ☐ IESE (23)
- ☐ Indian Institute of Management A...
- ☐ Ivey Business Journal (2)
- ☒ Ivey Business School (528)
- ☐ Ivey/Bond (7)
- ☐ Ivey/Concordia (2)
- ☐ Ivey/Hill (4)
- ☐ Ivey/ISB (4)
- ☐ Ivey/MacEwan (1)
- ☐ Ivey/NUS (1)

HINT: You can verify that you have indeed selected a case that is eligible for the 100% discount offered to the 39 Country Initiative Administrator accountholders by checking the **Additional Details** at the bottom of the page:



Additional Details Related Products Supporting Materials

▼

Published On	2024-10-03
Source	Ivey
Disciplines	General Management/Strategy
Industries	Transportation and Warehousing
Setting	South Africa, 2020

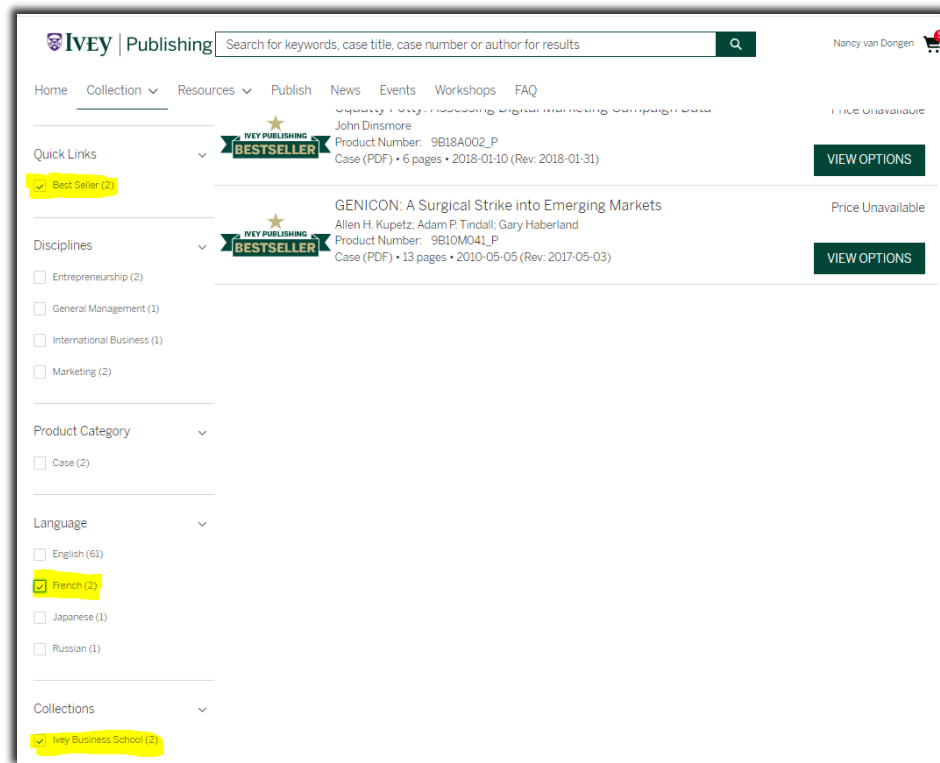
STEP 3: FILTERING FOR CASES AND LANGUAGE

Under **[Collection]**, on the left side of the page, go to **[Quick Links]**, select **[Best Seller]**.

Scroll down to **[Language]**, select ☒ **English (185)**

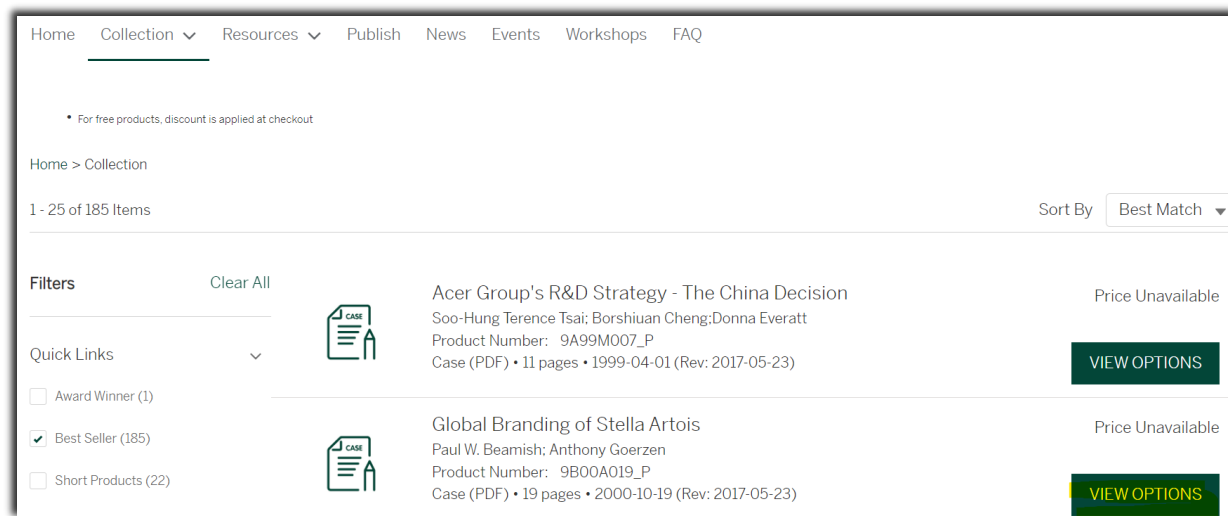
Scroll down to **Collections** and **[Show More]** and select **Ivey Business School**.

Example of fields selected:



STEP 4: SELECTING FROM FILTERED TITLES

The screen updates automatically, and all cases appear at the top of the page. To the right of the case that you are interested in, click **[View Options]**.



Home Collection Resources Publish News Events Workshops FAQ

• For free products, discount is applied at checkout

Home > Collection

1 - 25 of 185 Items Sort By Best Match

Filters Clear All

Quick Links

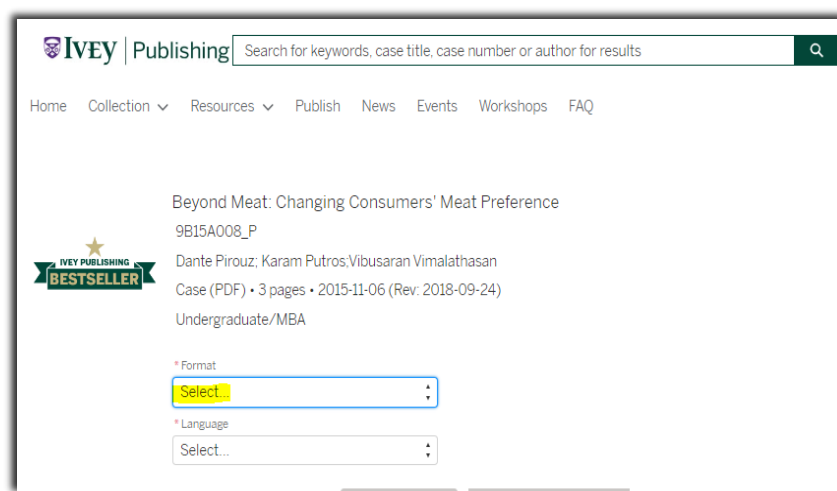
- ☐ Award Winner (1)
- ☒ Best Seller (185)
- ☐ Short Products (22)

	Acer Group's R&D Strategy - The China Decision Soo-Hung Terence Tsai; Borshuian Cheng; Donna Everatt Product Number: 9A99M007_P Case (PDF) • 11 pages • 1999-04-01 (Rev: 2017-05-23)	Price Unavailable	VIEW OPTIONS
	Global Branding of Stella Artois Paul W. Beamish; Anthony Goerzen Product Number: 9B00A019_P Case (PDF) • 19 pages • 2000-10-19 (Rev: 2017-05-23)	Price Unavailable	VIEW OPTIONS

STEP 5: CHOSING OF FORMAT AND LANGUAGE

Select the * **FORMAT** (always PDF), the * **Language** (French or English) and the number of copies you wish to order.

Choice of format...



IVEY Publishing

Home Collection Resources Publish News Events Workshops FAQ

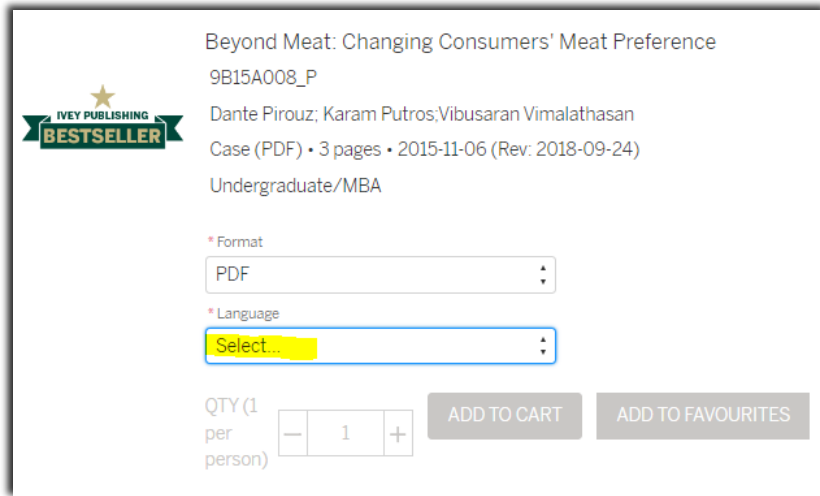
Beyond Meat: Changing Consumers' Meat Preference
 9B15A008_P
 Dante Pirouz; Karam Putros; Vibusaran Vimalathasan
 Case (PDF) • 3 pages • 2015-11-06 (Rev: 2018-09-24)
 Undergraduate/MBA

IVEY PUBLISHING BESTSELLER

* Format

* Language

Choice of language....



IVEY PUBLISHING BESTSELLER

Beyond Meat: Changing Consumers' Meat Preference
9B15A008_P
Dante Pirouz; Karam Putros; Vibusaran Vimalathasan
Case (PDF) • 3 pages • 2015-11-06 (Rev: 2018-09-24)
Undergraduate/MBA

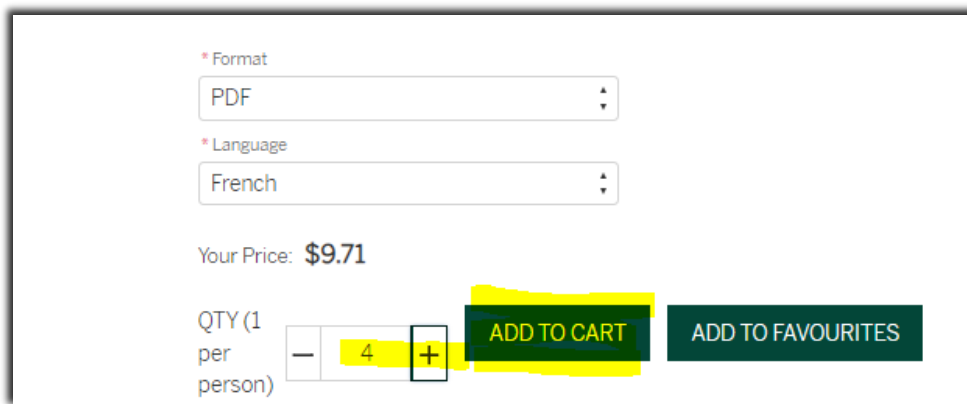
* Format
PDF

* Language
Select...

QTY (1 per person)

.... and then the number or quantity you want to order.

Click on the **[ADD TO CART]** button.



* Format
PDF

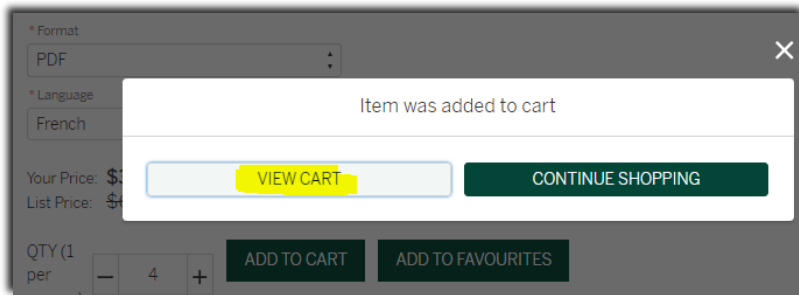
* Language
French

Your Price: **\$9.71**

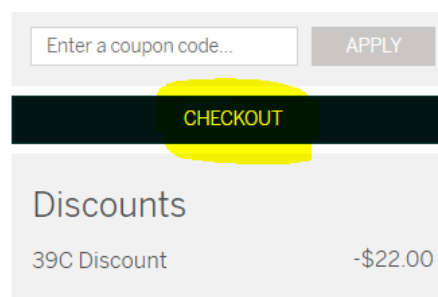
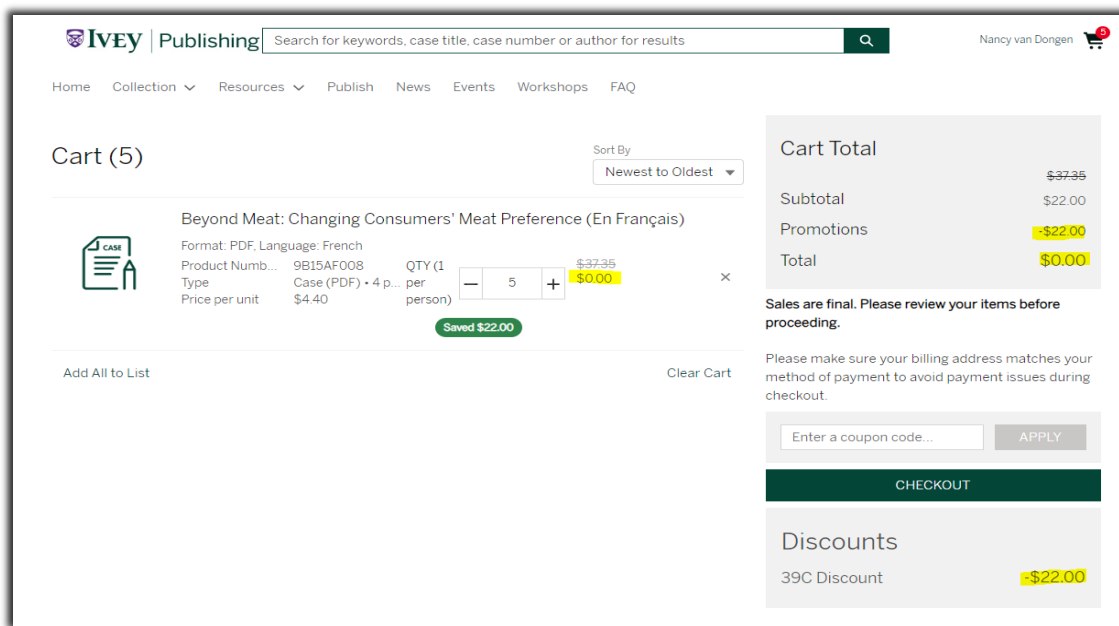
QTY (1 per person)

STEP 6: SHOPPING CART AND CHECKOUT

This window appears. You click on the **[VIEW CART]** button:



NOTE: There are no fees associated with this order. The total remains \$0.00.



Then click on the **[CHECKOUT]** button.

STEP 7: SCHOOL INFORMATION

Here, you are asked to fill in the fields: your name, the course and the date of the course. For now, the course name and date may be guessed at, as you may not have a course to plan for the chosen case studies at the time of placing the order. Choose one of the options from the drop-down menu under ***Course Level**.

Checkout

COURSE DETAILS

- Digital files purchased will be customized with a copyright notice using the information entered below.
- Please enter correct course end date as access to files expire at the end of your course.
- For Individual or Corporate use, enter product use information (e.g. Personal Research, Seminar Name, etc.)

* Organization Name (university, company) Don't see your institution? For full results start a search and click on the magnifying glass ⓘ

Universit  Polytechnique Internationale du B nin

☐ My Organization isn't listed ⓘ

* Course Name ⓘ

* Professor's Name ⓘ

Complete this field.

* Course Start Date (ie., 20-Dec-2022)

* Course End Date (ie., 20-Dec-2023)

* Course Level ⓘ

--None--

Next

Example of populated fields:

Checkout

COURSE DETAILS

- Digital files purchased will be customized with a copyright notice using the information entered below.
- Please enter correct course end date as access to files expire at the end of your course.
- For Individual or Corporate use, enter product use information (e.g. Personal Research, Seminar Name, etc.)

* Organization Name (university, company) Don't see your institution? For full results start a search and click on the magnifying glass ⓘ

Universit  Polytechnique Internationale du B nin

☐ My Organization isn't listed ⓘ

* Course Name ⓘ

Affaires 101

* Professor's Name ⓘ

Nancy vD

* Course Start Date (ie., 20-Dec-2022)

Jan 5, 2024

* Course End Date (ie., 20-Dec-2023)

Jan 31, 2024

* Course Level ⓘ

Undergraduate

Next

STEP 8: BILLING ADDRESS INFORMATION

You are asked to indicate your address. This is important: **country, address, city, state, postal code,** and **phone number**. If the fields are not already completed, add the missing information.

Checkout

You must complete all fields to continue. Enter full address, including phone number to ensure a successful transaction.

Billing Address

Country
Benin

Street
1154 Rue Main

City
Benin City

State/Province
--None--

Zip/Postal Code

Phone
234 052-600044

Previous Next

Click **[NEXT]**

Verify that the **Total** indicates \$0.00

Checkout

CURRENCY: USD

CART ITEMS

Beyond Meat: Changing Consumers' Meat Preference (En Français) (9B15AF008)	Total: \$0.00
Quantity: 5	

CHECKOUT SUMMARY

Subtotal:	\$22.00
Promotions:	-\$22.00
Estimated Tax:	\$0.00
Total:	\$0.00

Previous Next

****As you can see, there are no fees associated with this order since the 39C discount is applied to your account as a school registered with the 39 Country Initiative****

STEP 9: PAYMENT PROCESS (NO PAYMENT)

VERY IMPORTANT! On the final page of [CHECKOUT], select [INVOICE]. You can see that there is no data to enter in the payment fields.

Checkout

Please verify your billing address is correct and make adjustments as necessary to avoid payment issues.
Visa Debit is not accepted at this time.

If cart total is equal to \$0. Use the Invoice payment type to complete your transaction.

Billing Address ⓘ

Country
Benin

Street
1154 Rue Main

City
Benin City

Province/State
--None--

Postal/Zip Code

* Phone
234 052-600044

Credit Card PayPal **Invoice**

* First Name
First Name

* Last Name
Last Name

* Card Type
Select a card type...

* Card Number
Enter a card number...

* CVV
...

* Expiry Month
MM

* Expiry Year
YYYY

Pay by Credit Card

In the **[PO Number]** field, you do not need to enter anything; leave the field blank.

Checkout

Please verify your billing address is correct and make adjustments as necessary to avoid payment issues.
Visa Debit is not accepted at this time.

If cart total is equal to \$0. Use the Invoice payment type to complete your transaction.

Billing Address ⓘ

Country
Benin

Street
1154 Rue Main

City
Benin City

Province/State
--None--

Postal/Zip Code

* Phone
234 052-600044

Credit Card PayPal **Invoice**

Enter PO Number ⓘ

123456789

Pay by Invoice

Then, click **[Pay by Invoice]** - **NO PAYMENT WILL BE REQUESTED**

IVEY | Publishing Search for keywords, case title, case number or author for results 

Nancy van Dongen 

Home Collection ▾ Resources ▾ Publish News Events Workshops FAQ

Thanks for shopping with us!
Order Number: 00232608

Your Order is complete. You will receive an email confirming your order. Orders are non-refundable.

CONTINUE SHOPPING **ACCESS PURCHASES**

Order Summary

Order Date: 1/5/2024, 11:59 AM

✓ Your Order: 1154 Rue Main Benin City Benin



Beyond Meat: Changing Consumers' Meat Preference (En Français)
Format: PDF, Language: French
Product Code: 9B15AF008
Quantity: 5
Total with Tax: \$0.00

Totals

Subtotal:	\$0.00
Tax:	\$0.00
Total:	\$0.00

Ivey Publishing will send you a receipt by email:

Ivey Publishing Invoice

Inbox x



Ivey Publishing

cases@ivey.ca via iverca.onmicrosoft.com

to me

10:43AM (1 hour ago)

☆

😊

↶

⋮



INVOICE

Access Your Materials

Ask for Help

Billed To:

Université Polytechnique Internationale du Bénin

Nancy van Dongen

1154 Rue Main

Benin City, Benin

nvandongen.ivey@gmail.com

Invoice # 914246

Order # 00237404

01/15/2024

Customer #: S156712

PO #: No PO Number entered

Invoice Summary

Product #	Description	Qty	Unit Price	Tax	Total
9B10MF041	GENICON: A Surgical Strike into Emerging Markets (en Français)	4	\$3.90	\$0.00	\$15.60
				Subtotal	\$0.00
				Tax	\$0.00
				Total	\$0.00
				Balance Due	\$0.00 USD

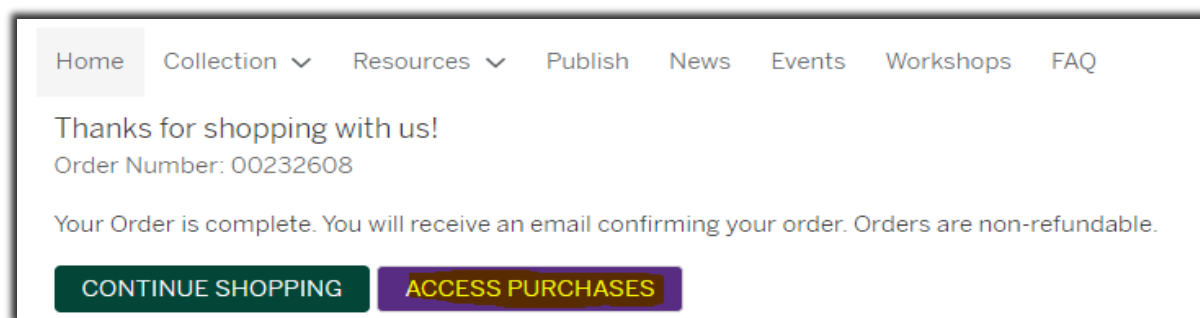
NO PAYMENT WILL BE REQUESTED

April 2025

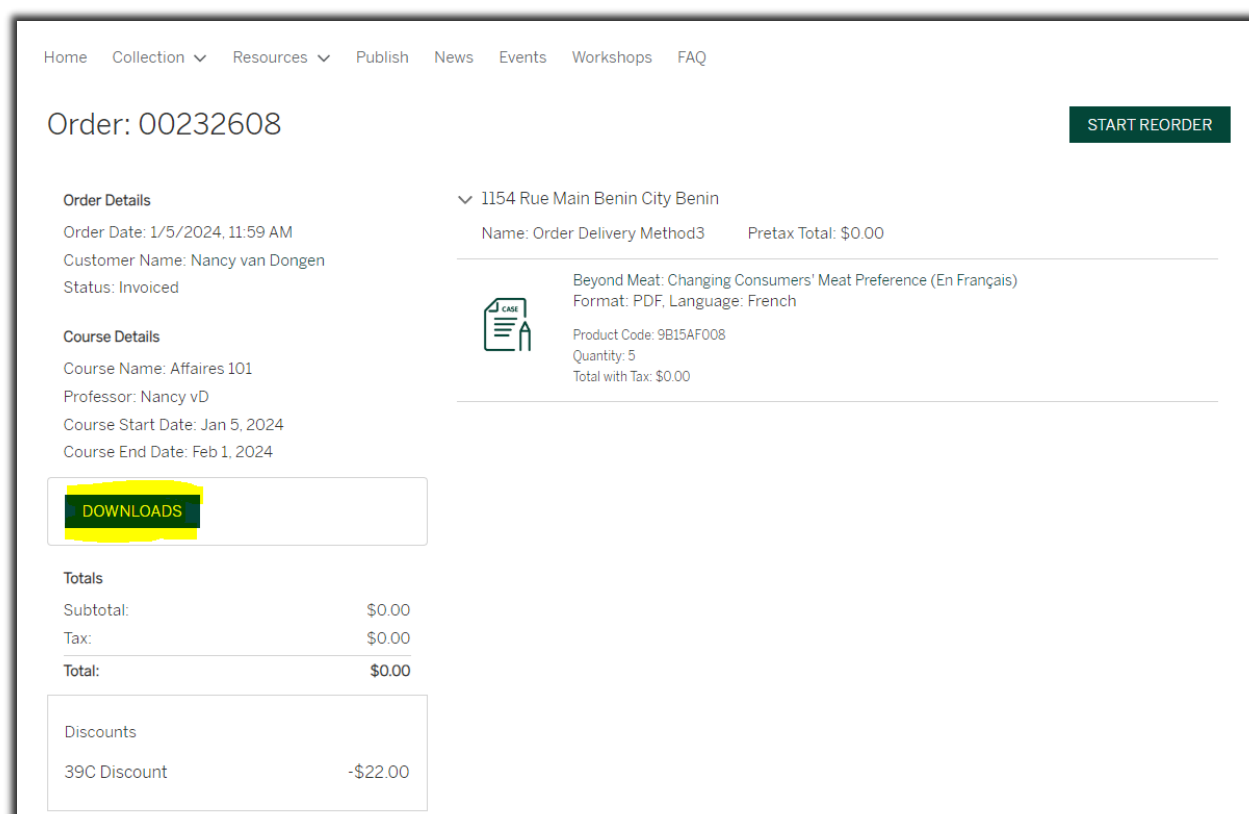
User Guide for 39 Country Initiative – How to Order Case Studies | 16

STEP 10: ACCESS YOUR NEW CASES

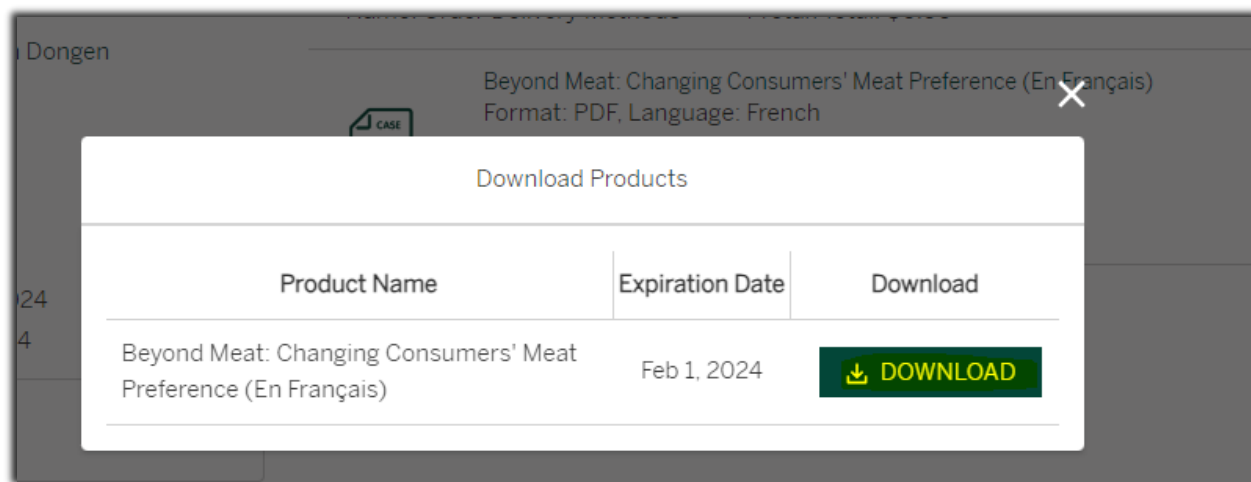
To access your documents, click on **[ACCESS PURCHASES]**



Then you can choose the **[DOWNLOADS]** button to upload your new case study(s). Your document appears in your computer **Downloads** folder.



When you click **[DOWNLOADS]**, this window appears:



Click **[↓ DOWNLOAD]**.

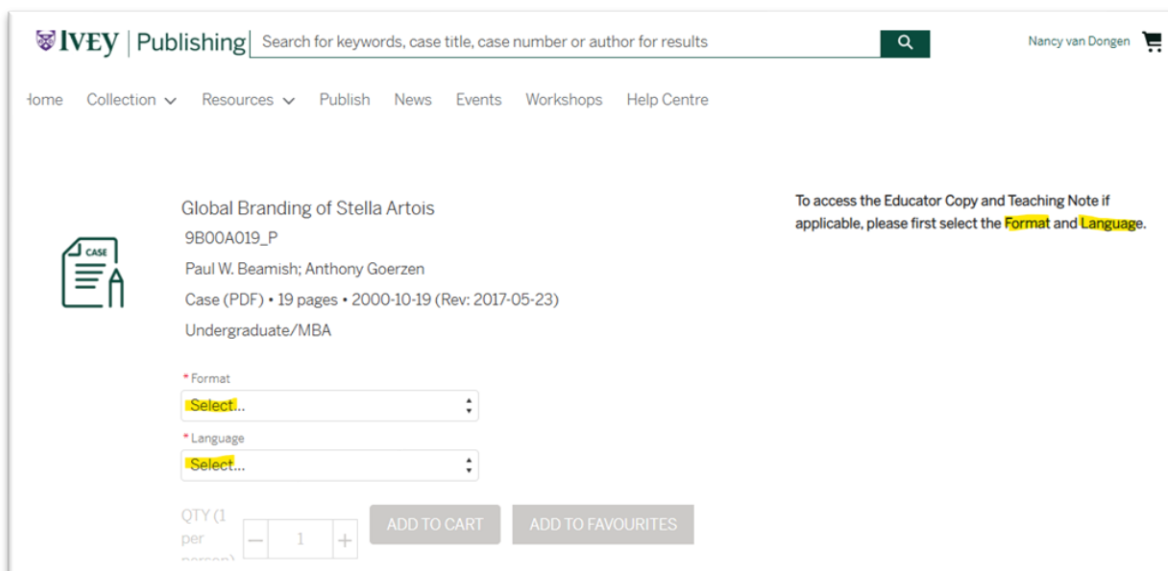
You can find your case studies among your files in the **Downloads** folder  on your computer.

NOTE: INSPECTION COPY

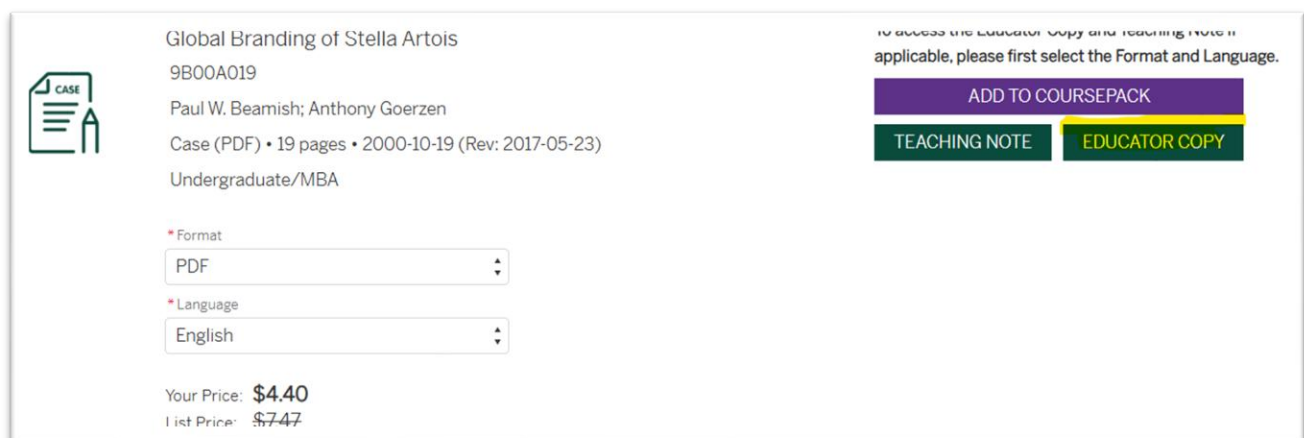
In **Step 5**, you have the option to inspect the document before ordering it.

If you click on the name of the document, this window appears, and by clicking on **[EDUCATOR COPY]**, you can inspect the document before ordering it with the inspection copy.

NOTE: Faculty members that do not have Administrator status will be able to view an Educator copy. If they would like to place an order for this case, they must have a colleague with Administrator status complete the ordering process described in this guide.



The screenshot shows the Ivey Publishing website interface. At the top, there is a search bar and a user profile for 'Nancy van Dongen'. Below the navigation menu, the product details for 'Global Branding of Stella Artois' (9B00A019_P) are displayed. The product is a PDF case study by Paul W. Beamish and Anthony Goerzen, 19 pages long, revised in 2017. It is categorized as 'Undergraduate/MBA'. There are two dropdown menus for 'Format' and 'Language', both currently set to 'Select...'. At the bottom, there is a quantity selector set to '1' and two buttons: 'ADD TO CART' and 'ADD TO FAVOURITES'. A note on the right side states: 'To access the Educator Copy and Teaching Note if applicable, please first select the Format and Language.'



This screenshot shows the same product page as the previous one, but with the 'Format' dropdown menu set to 'PDF' and the 'Language' dropdown menu set to 'English'. The 'ADD TO COURSEPACK' button is now visible above the 'TEACHING NOTE' and 'EDUCATOR COPY' buttons. The 'EDUCATOR COPY' button is highlighted in yellow. The price information at the bottom shows 'Your Price: \$4.40' and 'List Price: \$7.47'.

INSPECTION COPY EXAMPLE



9B00A019

THE GLOBAL BRANDING OF STELLA ARTOIS

Professors Paul W. Beamish and Anthony Goerzen prepared this case solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation. The authors may have disguised certain names and other identifying information to protect confidentiality.

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Version: 2017-05-23

In April 2000, Paul Cooke, chief marketing officer of Interbrew, the world's fourth-largest brewer, contemplated the further development of their premium product, Stella Artois, as the company's flagship brand in key markets around the world. Although the long-range plan for 2000-2002 had been approved, there still remained some important strategic issues to resolve.

A BRIEF HISTORY OF INTERBREW

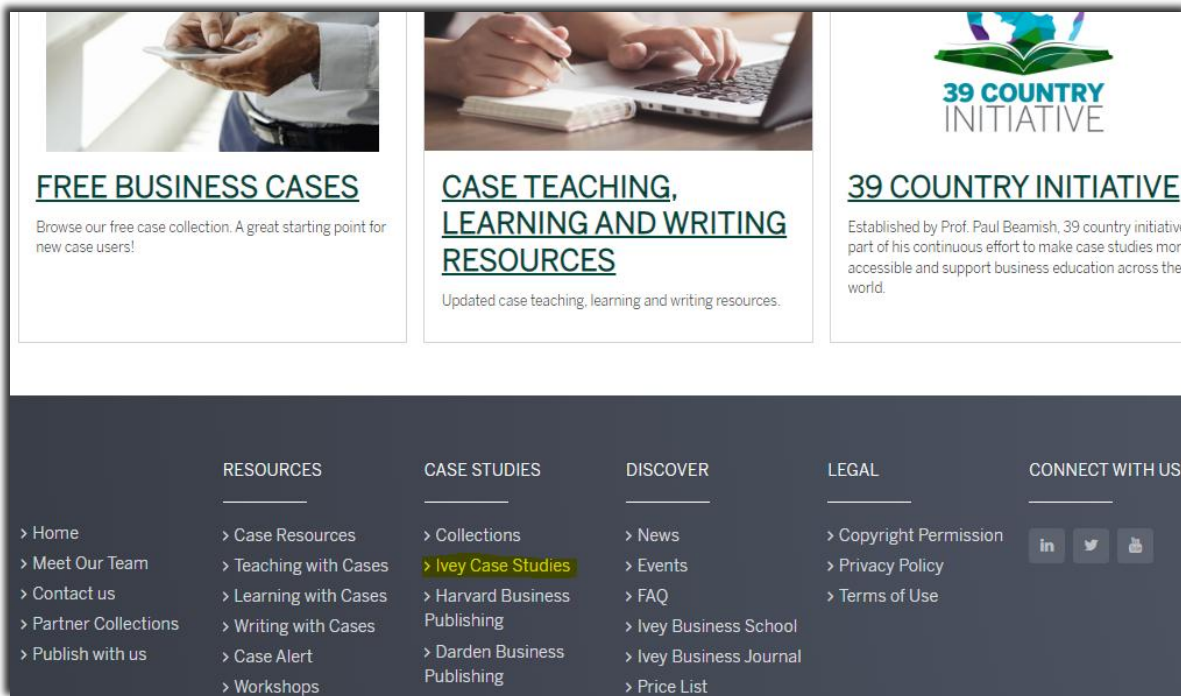
Interbrew traced its origins back to 1366 to a brewery called Den Hoorn, located in Leuven, a town just outside of Brussels. In 1717, when it was purchased by its master brewer, Sebastiaan Artois, the brewery changed its name to Artois.

The firm's expansion began when Artois acquired a major interest in the Leffe Brewery in Belgium in 1954, the Dommelsch Brewery in the Netherlands in 1968, and the Brasserie du Nord in France in 1970. In 1987, when Artois and another Belgian brewery called Piedboeuf came together, the merged company was named Interbrew. The new company soon acquired other Belgian specialty beer brewers, building up the Interbrew brand portfolio with the purchase of the Hoegaarden brewery in 1989 and the Belle-View Brewery in 1990.

Interbrew then entered into a phase of rapid growth. The company acquired breweries in Hungary in 1991, in Croatia and Romania in 1994, and in three plants in Bulgaria in 1995. Again in 1995, Interbrew completed an unexpected major acquisition by purchasing Labatt, a large Canadian brewer also with

TIP: SHORTCUT TO IVEY CASES

From the main Ivey Publishing page, scroll down to the very bottom of your screen and select [**Ivey Case Studies**] from under the **CASE STUDIES** heading – by doing this, you will be directed to the Ivey specific content that you can use at no cost. <https://www.iveypublishing.ca/s/>



This link takes you directly to all of the more than 6753 case studies in English, 254 of which are translated into French.

NOTE: Be sure that **Ivey Business School** is selected before every new search – the system does not remember your selections from the menu if you alter the text in the main search box. See page 8 for more on this.

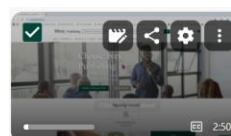


VIDEO: [How to Choose a Case](#)



20221212 - Navigating the Ivey Publishing Website
HOW TO CHOSE A CASE

VIDEO: [How to Order a Case](#)



How to Order a Case (with subtitles) APR 4 2025
How to order a case on the Ivey Publishing website (for Admins).

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For more information on the 39 Country Initiative please visit our website at: <https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/>.

We recognize that you may have questions. Please do not hesitate to contact me or Nancy van Dongen with any questions about the 39 Country Initiative and the availability of cases to faculty members at your institution. Those who are unfamiliar with the Ivey Publishing cases can go to Ivey Publishing's website (link below) and review abstracts for cases, with no prior registration necessary. Please note, Ivey also distributes other case collections which are **not** part of the 39 Country Initiative. Thus, to see the Ivey specific content, you should bookmark this link : [Ivey Case Studies](#)

For information on [registering](#) to use Ivey Publishing cases at no cost as a part of the **39 Country Initiative**, look for the 39 Country Initiative logo in the bottom right corner of Ivey Publishing's homepage.

We do hope that this initiative will help in a small way to improve the quality of management education in your institution.

Sincerely,

Paul W. Beamish

Prof. Paul W. Beamish

Founder, 39 Country Initiative

Professor of International Business

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