

USER GUIDE FOR THE 39 COUNTRY INITIATIVE



HOW TO ORDER CASE STUDIES

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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.

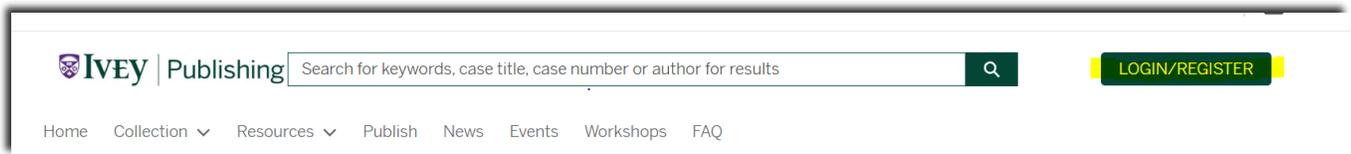
Paul Beamish,

Founder of the 39 Country Initiative

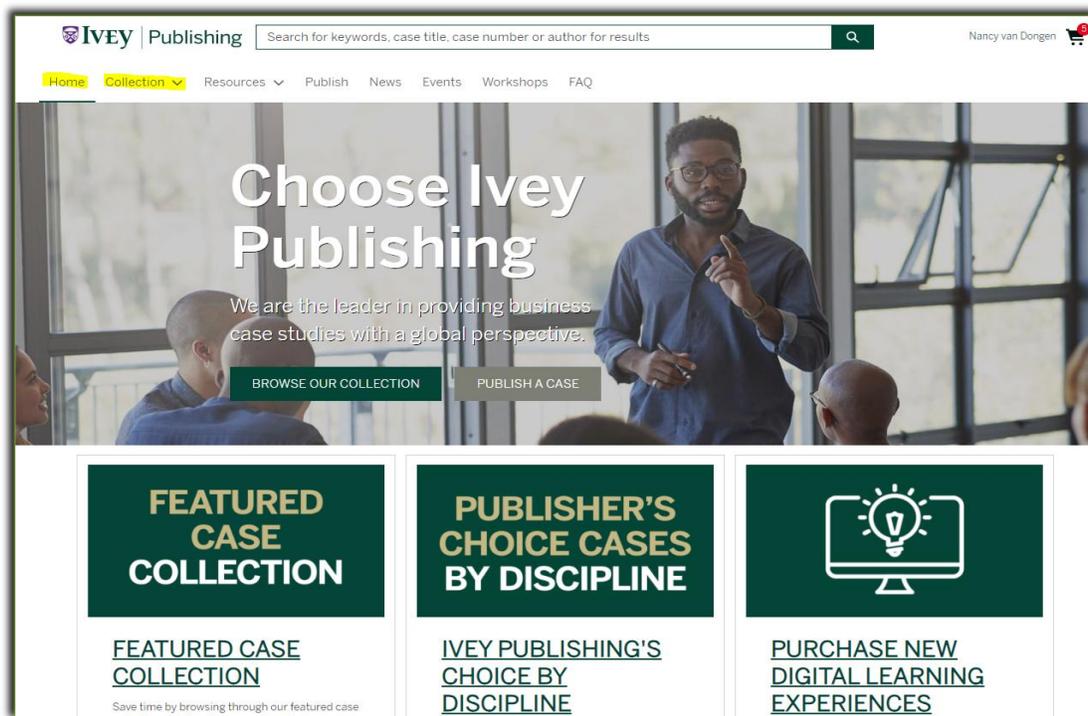
STEP 1: HOME PAGE

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

NOTE: Verify that you are logged in.

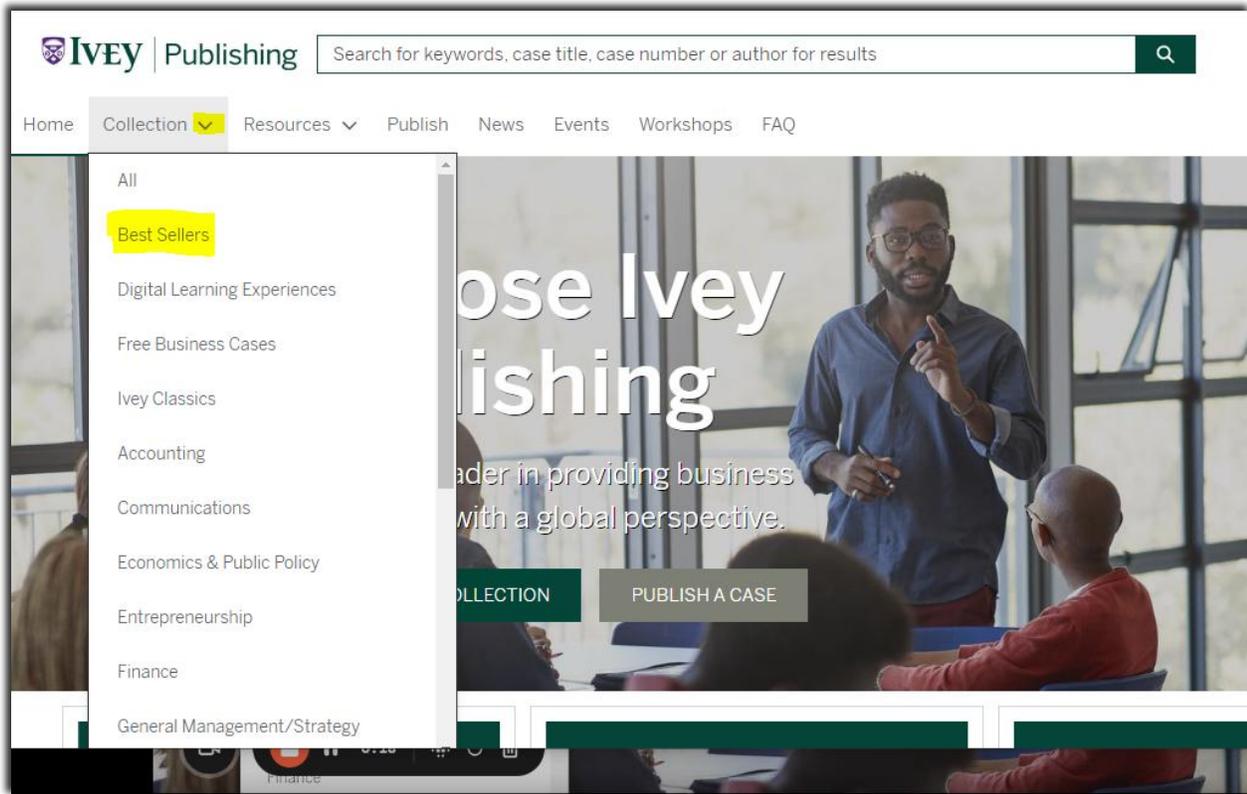


You will find the [COLLECTION] drop-down menu next to the [HOME] tab.



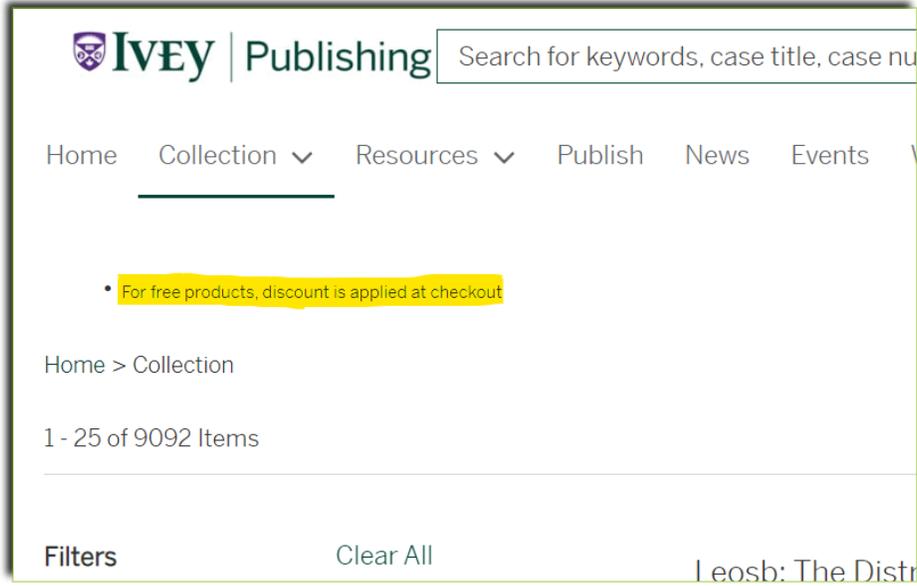
STEP 2: COLLECTION SELECTION

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 shows the Ivey Publishing website interface. At the top, there is a search bar with the word "coffee" entered. Below the search bar, there are navigation links: Home, Collection, Resources, Publish, News, and E. The main content area is divided into two columns. The left column is titled "Collections" and contains a list of business schools with checkboxes next to them: Babson (2), CEIBS (3), Darden Business School (14), European School of Management..., HEC Montreal (2), IE Business School (2), and a "Show More" button. The right column displays case study details for each school, including the school name, a case title, and a PDF icon. The "Ivey Business School (72)" option is selected and 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 for Home, Collection, Resources, Publish, News, Events, Workshops, and Help Centre.

On the left side, there are four filter categories, each with a dropdown arrow and a list of options:

- Disciplines:** Accounting (2), Entrepreneurship (5) (checked), General Management (2), International Business (2), Marketing (1).
- Product Category:** Case (5).
- Language:** English (33), French (5) (checked), Japanese (1), Simplified Chinese (7), Spanish (1).
- Collections:** Ivey Business School (5) (checked), Ivey/Bond (1).

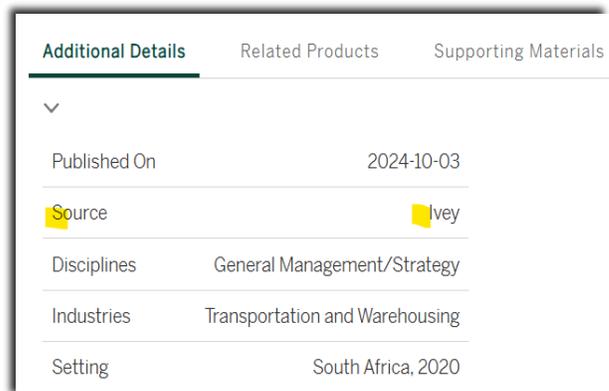
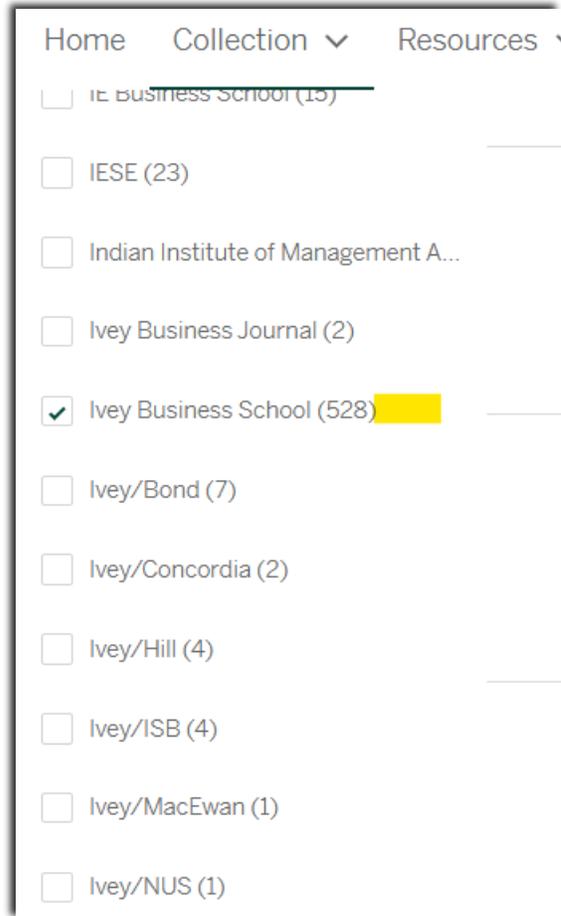
The main content area displays three search results, each with a 'CASE' icon, a title, author information, product number, and a 'VIEW OPTIONS' button. The original price is crossed out and the current price is shown in bold.

Title	Author	Product Number	Price
San Francisco Coffee House: An American Style Franchise in Croatia	Ilan Alon; Mirela Alpeza; Aleksandar Erceg	9B08A013_P	\$7.47 \$4.40
Little Red Roaster	Elizabeth M.A. Grasby; Niki Healey	9B05M031_P	\$7.47 \$4.40
Marketing Planning at Just Us! Cafés	Sara Loudyi; Julia Sagebien; Normand Turgeon; Ian McKillop	9B09A014_P	\$7.47 \$4.40

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.

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 account holders by checking the **Additional Details** at the bottom of the page:



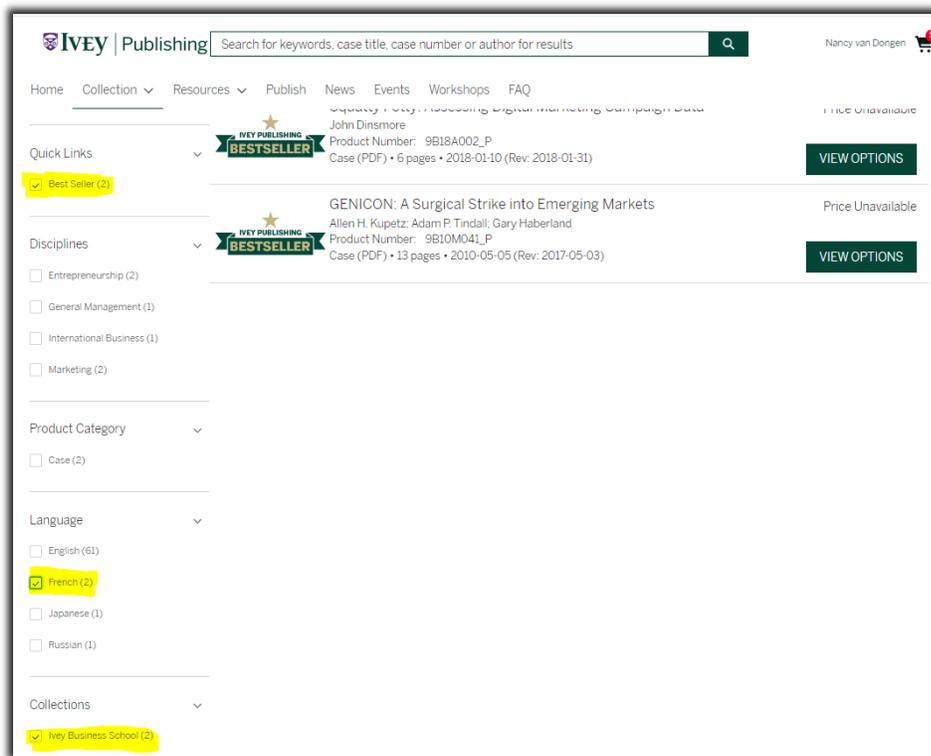
STEP 3: FILTERING FOR CASES AND LANGUAGE

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:



The screenshot shows the Ivey Publishing website interface. The left sidebar contains several filter categories, with the following options selected and highlighted in yellow:

- Quick Links:** Best Seller (2)
- Language:** French (2)
- Collections:** Ivey Business School (2)

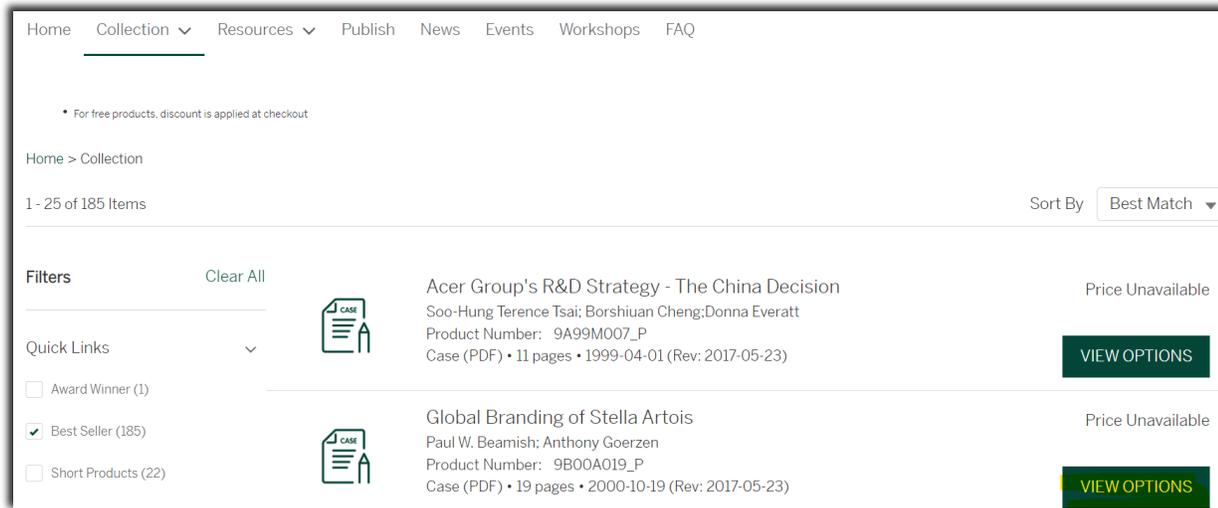
The main content area displays two case studies, both marked as 'BESTSELLER' with a star icon:

- Case 1:** "Ivey Publishing: Digital Marketing Campaign Plan" by John Dinsmore. Product Number: 9B18A002_P. Case (PDF) • 6 pages • 2018-01-10 (Rev: 2018-01-31). Price: Price Unavailable.
- Case 2:** "GENICON: A Surgical Strike into Emerging Markets" by Allen H. Kupetz, Adam P. Tindall, Gary Haberland. Product Number: 9B10M041_P. Case (PDF) • 13 pages • 2010-05-05 (Rev: 2017-05-03). Price: Price Unavailable.

Each case study has a 'VIEW OPTIONS' button.

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

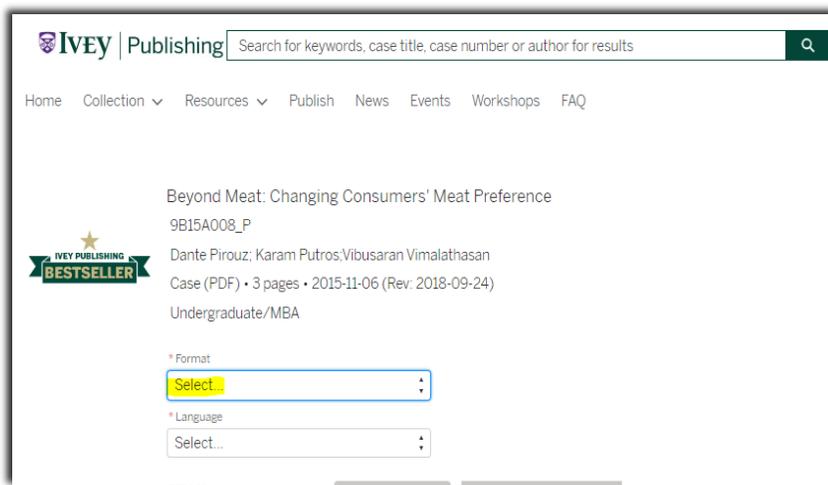
- Award Winner (1)
- Best Seller (185)
- Short Products (22)

	<p>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)</p>	Price Unavailable	VIEW OPTIONS
	<p>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)</p>	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

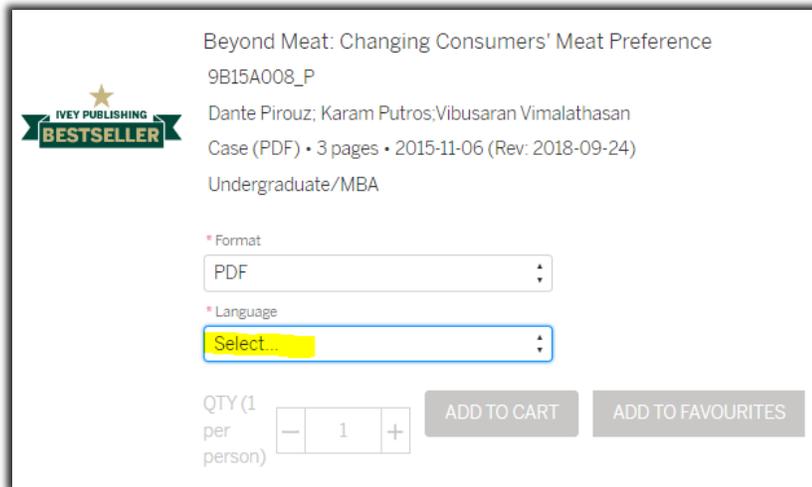
Beyond Meat: Changing Consumers' Meat Preference
9B15A008_P
Dante Pirouz; Karam Putros; Vibusaran Vimalathasan
Case (PDF) • 3 pages • 2015-11-06 (Rev: 2018-09-24)
Undergraduate/MBA

IVEY PUBLISHING BESTSELLER

* Format

* Language

Choice of language....



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

IVEY PUBLISHING
BESTSELLER

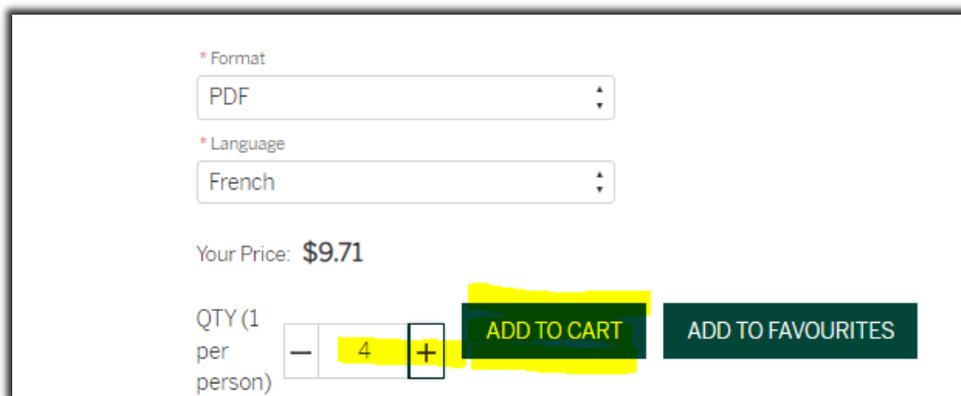
* Format
PDF

* Language
Select...

QTY (1 per person) 1

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

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



* Format
PDF

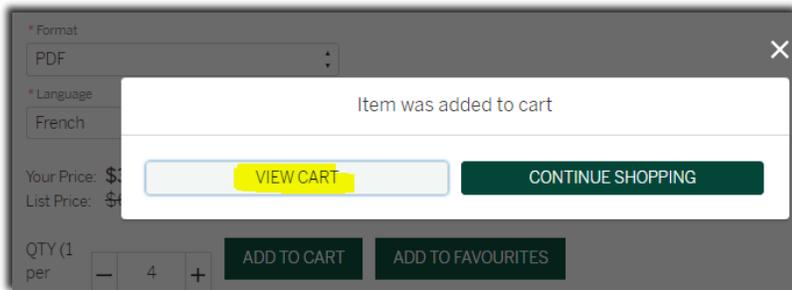
* Language
French

Your Price: **\$9.71**

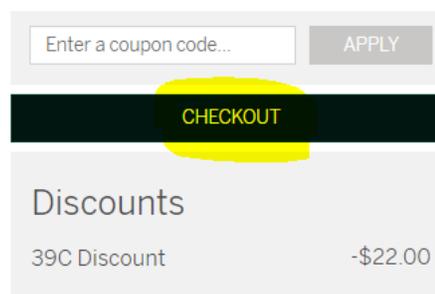
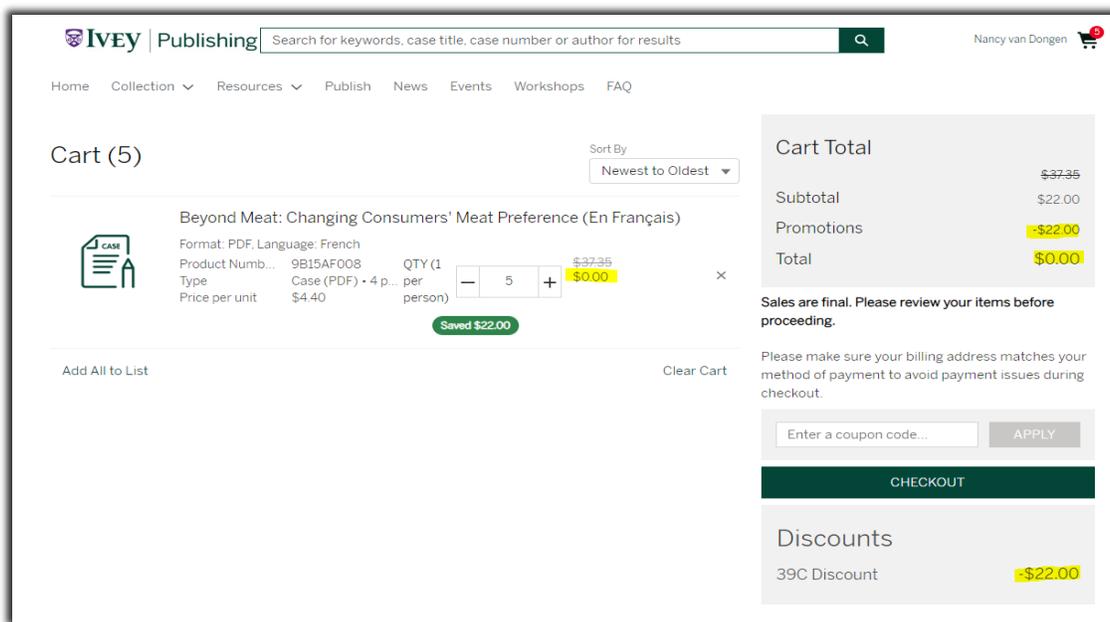
QTY (1 per person) 4

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 ⓘ

Complete this field.

* Professor's Name ⓘ

* 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

Click **[NEXT]**

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

Checkout

CURRENCY: USD

CART ITEMS

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

CHECKOUT SUMMARY

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

****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

Street

City
 Province/State

Postal/Zip Code

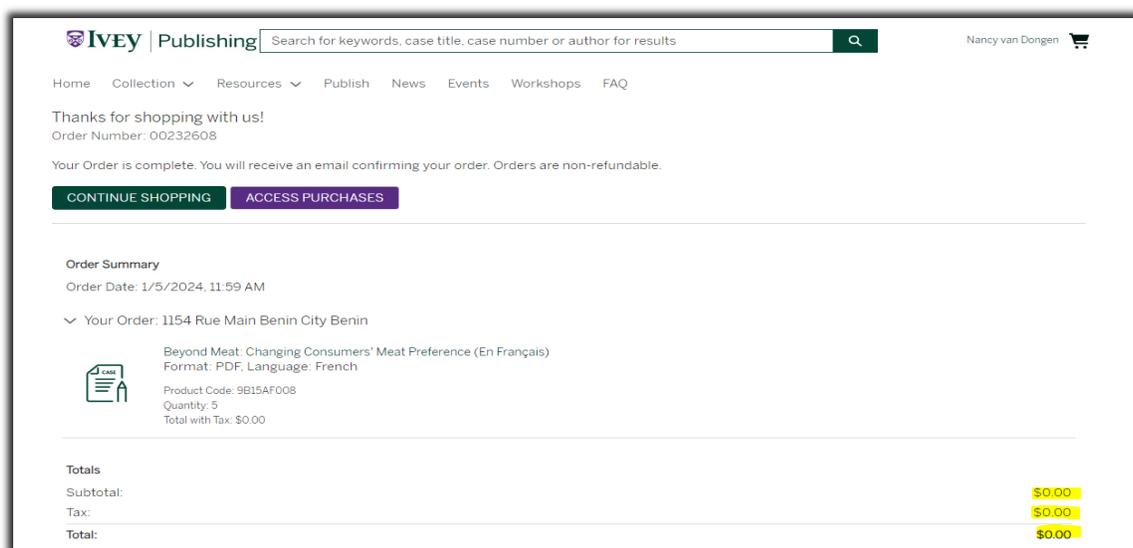
* Phone

Credit Card PayPal Invoice

Enter PO Number ⓘ

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) ☆ 😊 ↶ ⋮

IVEY | Publishing

INVOICE **Invoice # 914246**
Order # 00237404
01/15/2024
Customer #: S156712
PO #: No PO Number entered

[Access Your Materials](#) [Ask for Help](#)

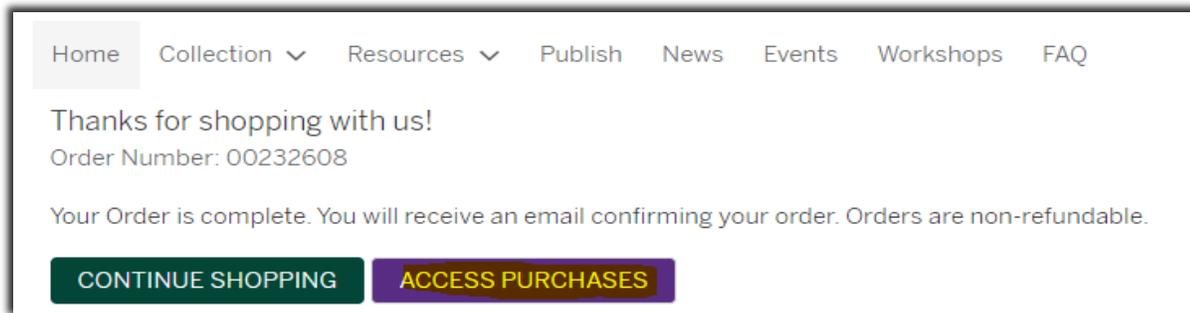
Billed To:
Université Polytechnique Internationale du Bénin
Nancy van Dongen
1154 Rue Main
Benin City, Benin
nvandongen.ivey@gmail.com

Invoice 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*****

STEP 10: ACCESS YOUR NEW CASES

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



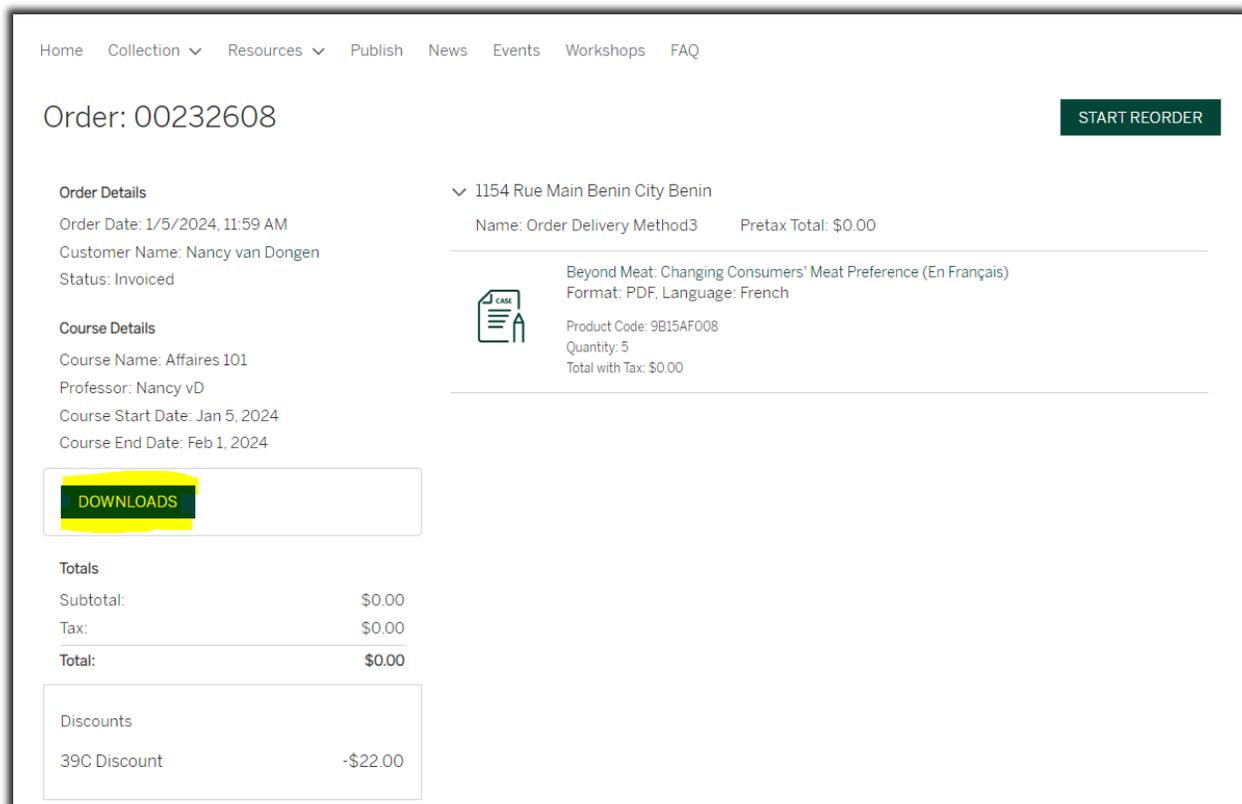
Home Collection ▾ Resources ▾ Publish News Events Workshops FAQ

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**

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



Home Collection ▾ Resources ▾ Publish News Events Workshops FAQ

Order: 00232608 **START REORDER**

Order Details

Order Date: 1/5/2024, 11:59 AM
Customer Name: Nancy van Dongen
Status: Invoiced

1154 Rue Main Benin City Benin
Name: Order Delivery Method3 Pretax Total: \$0.00

Course Details

Course Name: Affaires 101
Professor: Nancy vD
Course Start Date: Jan 5, 2024
Course End Date: Feb 1, 2024

DOWNLOADS

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

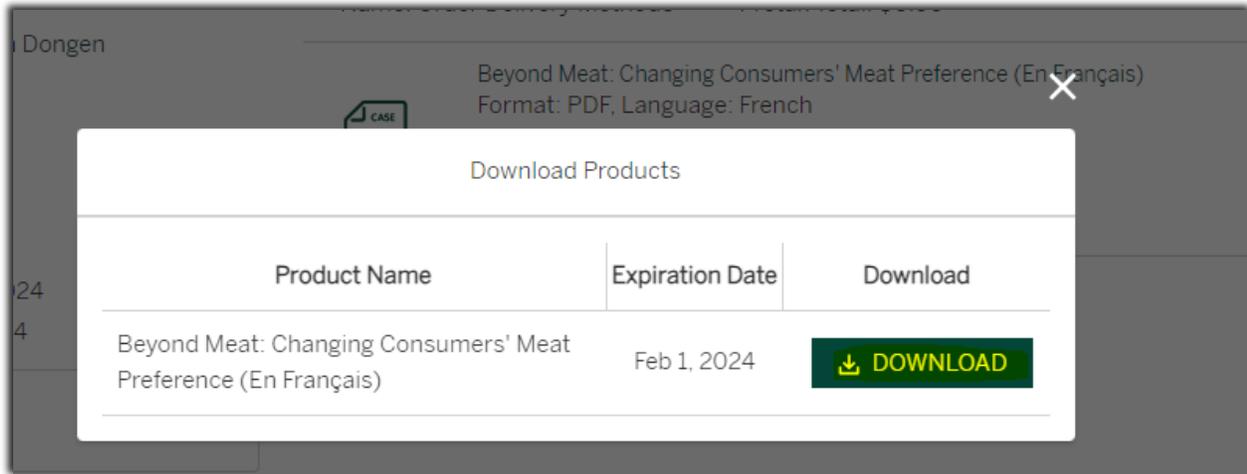
Totals

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

Discounts

39C Discount	-\$22.00
--------------	----------

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



Click **[↓ DOWNLOAD]**.

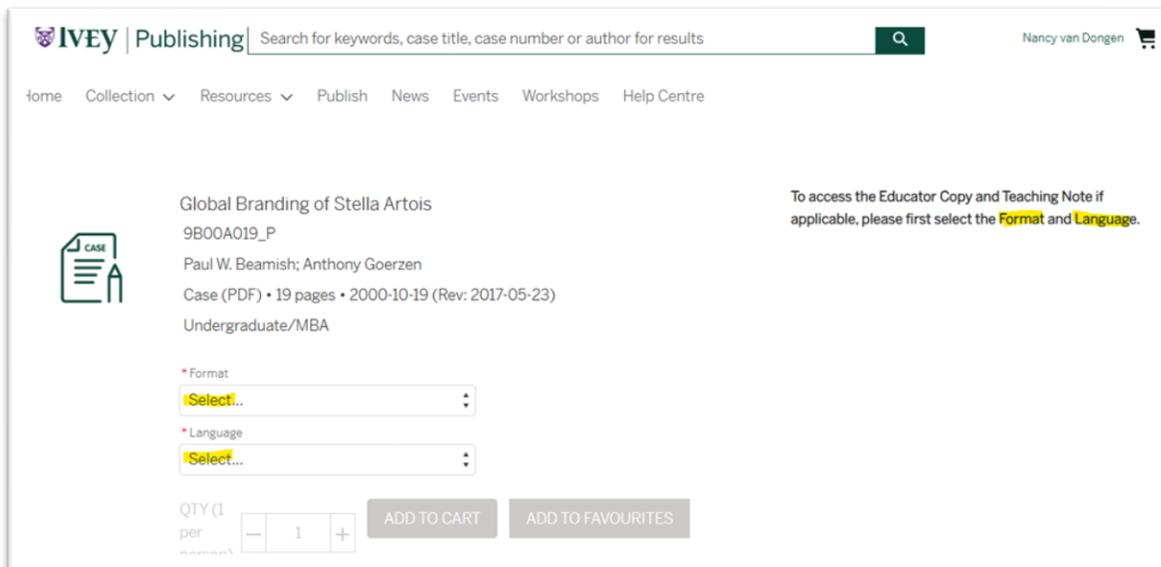
You can find your case studies among your files in the **Downloads** folder  on your computer.

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.



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

home Collection Resources Publish News Events Workshops Help Centre

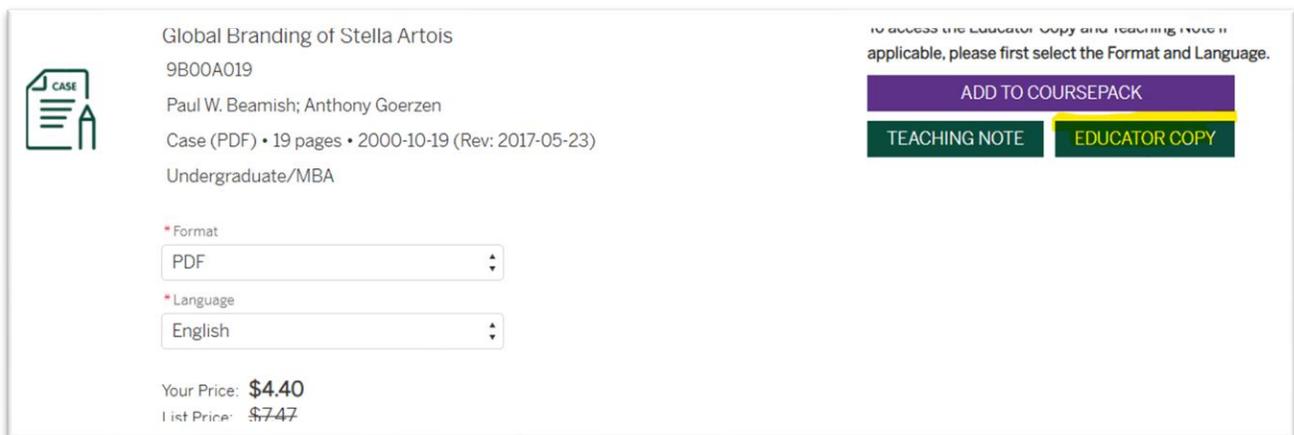
Global Branding of Stella Artois
9B00A019_P
Paul W. Beamish; Anthony Goerzen
Case (PDF) • 19 pages • 2000-10-19 (Rev: 2017-05-23)
Undergraduate/MBA

To access the Educator Copy and Teaching Note if applicable, please first select the **Format** and **Language**.

* Format
[Select..]

* Language
[Select...]

QTY (1 per [- 1 +]) [ADD TO CART] [ADD TO FAVOURITES]



Global Branding of Stella Artois
9B00A019
Paul W. Beamish; Anthony Goerzen
Case (PDF) • 19 pages • 2000-10-19 (Rev: 2017-05-23)
Undergraduate/MBA

To access the Educator Copy and Teaching Note if applicable, please first select the **Format** and **Language**.

[ADD TO COURSEPACK]

[TEACHING NOTE] [EDUCATOR COPY]

* Format
[PDF]

* Language
[English]

Your Price: **\$4.40**
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.

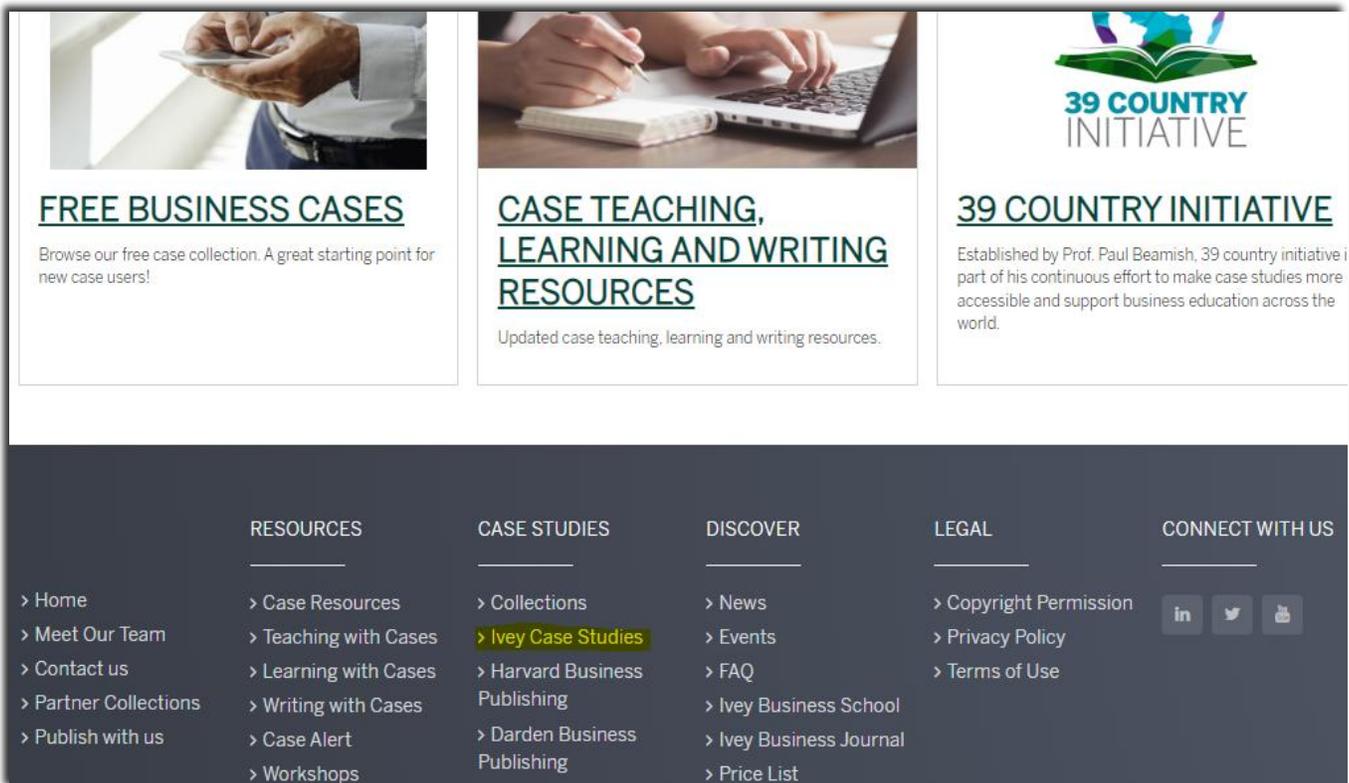
The firm's expansion began when Artois acquired a major interest in the Leffe Brewery in Belgium in 1954, the Dommelsch Brewery in the Netherlands in 1968, and the Brasserie du Nord in France in 1970. In 1987, when Artois and another Belgian brewery called Piedboeuf came together, the merged company 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-Vue 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

<https://www.iveypublishing.ca/s/>

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.



The screenshot shows three promotional cards at the top of a webpage. The first card, titled 'FREE BUSINESS CASES', features an image of hands holding a pen and paper and includes the text: 'Browse our free case collection. A great starting point for new case users!'. The second card, titled 'CASE TEACHING, LEARNING AND WRITING RESOURCES', features an image of hands writing in a notebook next to a laptop and includes the text: 'Updated case teaching, learning and writing resources.'. The third card, titled '39 COUNTRY INITIATIVE', features a logo of a globe with an open book and includes the text: 'Established by Prof. Paul Beamish, 39 country initiative is part of his continuous effort to make case studies more accessible and support business education across the world.' Below these cards is a dark navigation menu with six columns: 'RESOURCES', 'CASE STUDIES', 'DISCOVER', 'LEGAL', and 'CONNECT WITH US'. The 'Ivey Case Studies' link under 'CASE STUDIES' is highlighted in yellow.

RESOURCES	CASE STUDIES	DISCOVER	LEGAL	CONNECT WITH US
<ul style="list-style-type: none"> > Home > Meet Our Team > Contact us > Partner Collections > Publish with us 	<ul style="list-style-type: none"> > Case Resources > Teaching with Cases > Learning with Cases > Writing with Cases > Case Alert > Workshops 	<ul style="list-style-type: none"> > Collections > Ivey Case Studies > Harvard Business Publishing > Darden Business Publishing 	<ul style="list-style-type: none"> > News > Events > FAQ > Ivey Business School > Ivey Business Journal > Price List 	<ul style="list-style-type: none"> > Copyright Permission > Privacy Policy > Terms of Use

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.

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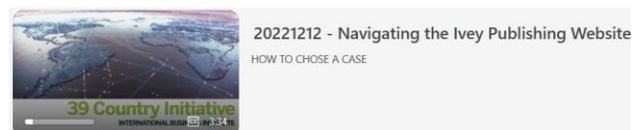
We recognize that you may have questions. Please do not hesitate to contact me or Nancy van Dongen with any questions about the 39 Country Initiative and the availability of cases to faculty members at your institution. Those who are unfamiliar with the Ivey Publishing cases can go to Ivey Publishing’s 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](#)

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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

Dean of the Fellows of the Academy of International Business (2014 – 2017)

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