



Trial Database:
《SAGE商业管理案例》
(SAGE Business Cases)

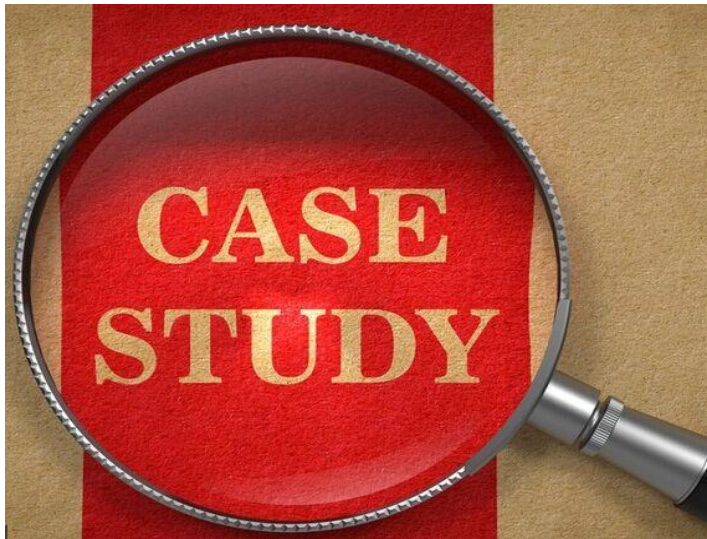
Real-world cases at your fingertips.

<http://sk.sagepub.com/cases>

Los Angeles | London | New Delhi
Singapore | Washington DC

II. SAGE Business Cases (SBC)

案例特点及举例



《SAGE商业案例》

(**SAGE Business Cases**)

试用期：日前-12月31日
)

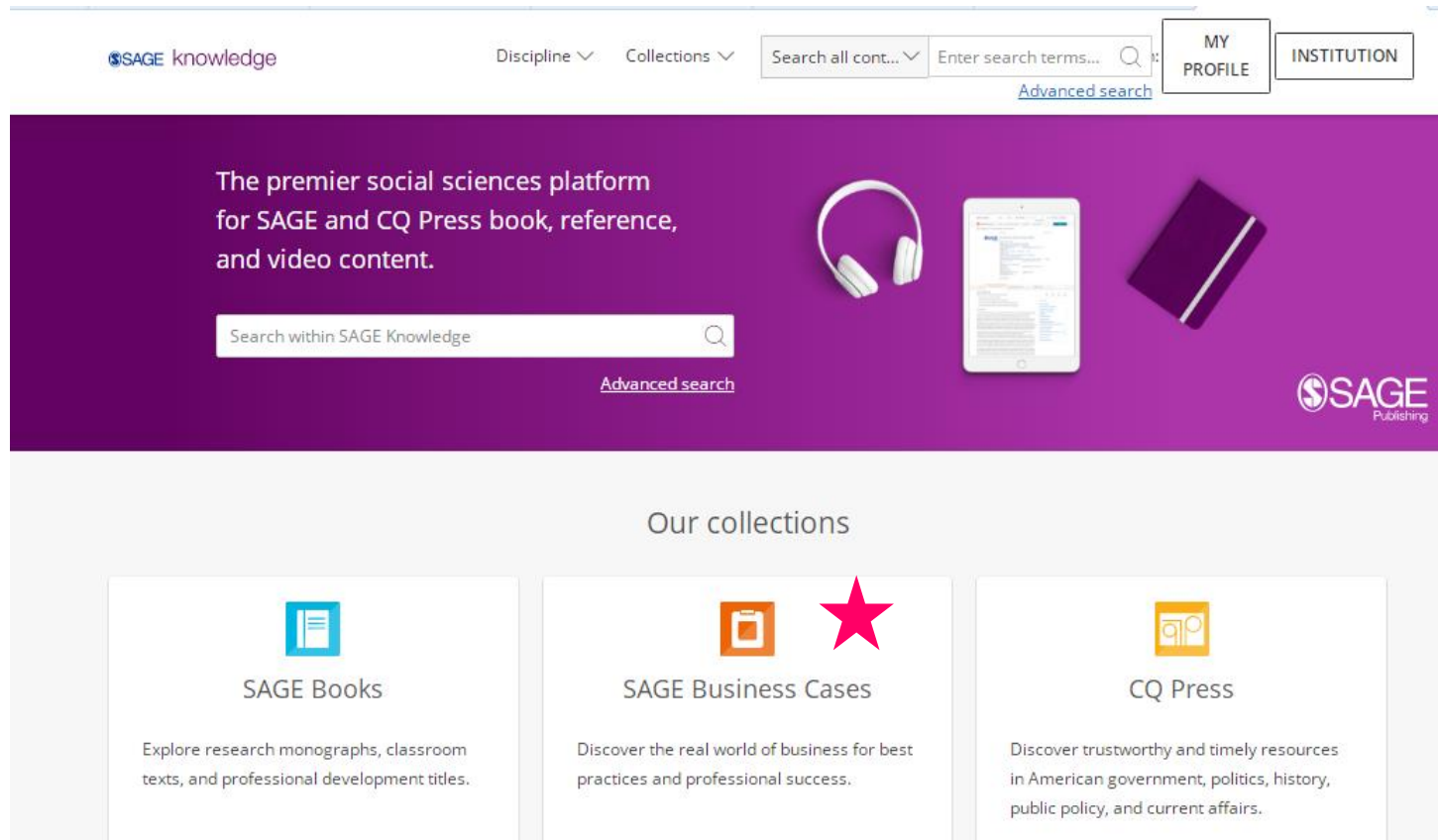
How to access?

(1) 校园IP内直接访问 (You can directly access cases if you're within campus).

(2) 不限使用人数和查阅篇数 (No limits on number of users)

How to Access SAGE Business Cases?

如何访问SAGE案例?



The screenshot shows the SAGE Knowledge website interface. At the top, there is a navigation bar with the SAGE Knowledge logo, a dropdown menu for "Discipline", another for "Collections", a search bar with the placeholder "Search all cont...", and a search input field with "Enter search terms...". To the right of the search bar are buttons for "MY PROFILE" and "INSTITUTION". Below the navigation bar is a purple banner with the text: "The premier social sciences platform for SAGE and CQ Press book, reference, and video content." Below this text is a search bar with the placeholder "Search within SAGE Knowledge" and a magnifying glass icon. To the right of the search bar are icons for headphones, a tablet, and a book. Below the search bar is a link for "Advanced search". In the bottom right corner of the banner is the SAGE Publishing logo. Below the banner is a section titled "Our collections" with three cards. The first card is for "SAGE Books" with a blue book icon and the text "Explore research monographs, classroom texts, and professional development titles." The second card is for "SAGE Business Cases" with an orange book icon, a red star, and the text "Discover the real world of business for best practices and professional success." The third card is for "CQ Press" with an orange book icon and the text "Discover trustworthy and timely resources in American government, politics, history, public policy, and current affairs."

<http://sk.sagepub.com/>

How to Access SAGE Business Cases?

如何访问SAGE案例?

SAGE knowledge Discipline ▾ Collections ▾ Search all cont... ▾ MY PROFILE INSTITUTION

Advanced search

SAGE Business Cases About Browse SAGE Business Cases Help SUBMIT CASE FREE TRIAL

businesscases

Discover the real world of business for best practices and professional success.

Search within SAGE Business Cases Advanced search

SAGE Publishing

Browse by

Discipline Region Case Collection BROWSE ALL SAGE BUSINESS CASES

General Business & Management Accounting Business Ethics & Corporate Social Responsibility Economics Entrepreneurship Finance

如何浏览案例:

1. 点击Discipline按学科浏览

2. 点击Region按案例讨论的地区浏览

3. 点击Case collection按案例来源的知名商学院浏览

II. SAGE Business Cases (SBC)

案例特点及举例



Browse by

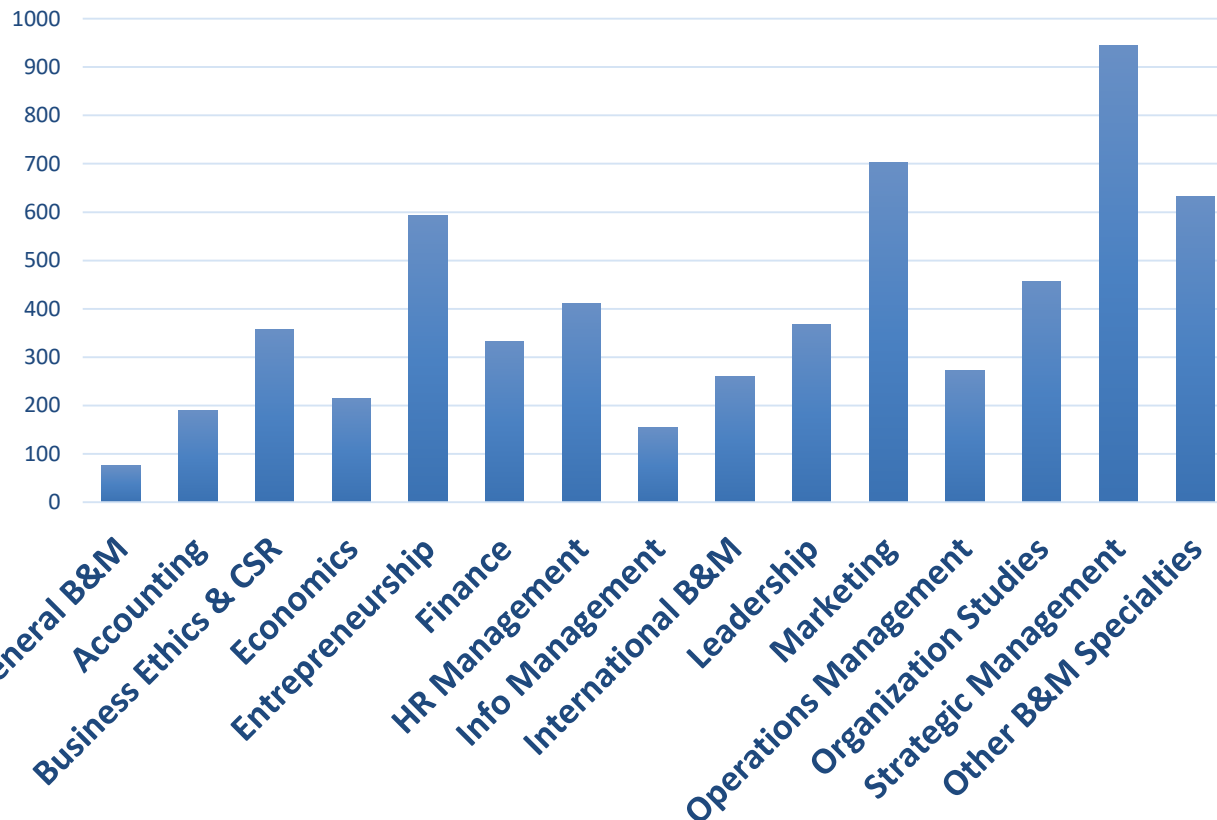
Discipline	Region	Case Collection	BROWSE ALL SAGE BUSINESS CASES		
General Business & Management	Accounting	Business Ethics & Corporate Social Responsibility	Economics	Entrepreneurship	Finance
Human Resource Management	Information & Knowledge Management	International Business & Management	Leadership	Marketing	Operations Management
Organization Studies	Research Methods for Business & Management	Strategic Management	Other Management Specialties		

- 2020年收录3500余个案例，每年新增500个
- 2021年将提供超过4000个案例
- 提供案例正文、教学注释TN、扩展材料

II. SAGE Business Cases (SBC)

案例特点及举例

Cases by Subject, 2016-2019



II. Feature Highlights of SBC:

《SAGE商业案例》：“微案例”为主体

- ❑ In 2020, totally 3650 cases. Annual increase of 500 new cases.
- ❑ **70%** Mini case (微案例): Length of 1000 to 5000;
- ❑ **12%** Micro case (小微案例): Length of less than 1000;
- ❑ **14%** Extended cases (传统长案例).
- ❑ **“微案例”** 便于教师备课、学生易于理解、适用课堂教学。

❖ **Special Recommendation: Raw Case from Yale School of Management. “原案例教学”**

- ❖ *Open-ended cases, which include links to articles and videos online to encourage “multiple perspectives” designed to mimic the vast quantity of information in the modern world.*

II. Feature Highlights of SBC

Raw Cases from Yale: around 50



Mission & Objectives

Programs

Community

Faculty Research & Centers

About



Portal Alumni Give Recruiters School Leadership & Boards

Apply Now

The 'Raw' Case Approach

Learn to operate in fast-moving global organizations.

MBA

The Student Experience

Admissions

Curriculum

Our Integrated Curriculum

Our Faculty

The "Raw" Case Approach

Global Study

Leadership & Teams

The Academic Calendar

The Yale integrated curriculum teaches management in an entirely new way, drawing on the complexities of real business challenges to inform broad-reaching discussion and analysis. We needed pedagogical materials that could support this demanding approach to business education. Hence the Yale "raw" case.



Rather than boiling a complex situation down to a 10-page narrative and a single decision point, raw cases present you with extensive data about a real situation, often including video interviews with some of the key actors. By design, the case contains more information than you can digest on your own, so you'll work in small teams to sift through data, news reports, and interviews, and then build your analysis.

The Yale School of Management also develops cases in collaboration with other schools in the

- How to find raw case? → Browse by Content Partner → Yale School of Management
- → Review cases with length less than 1000.

III. Feature Highlights of SBC

《SAGE商业案例》：Prominent Partners

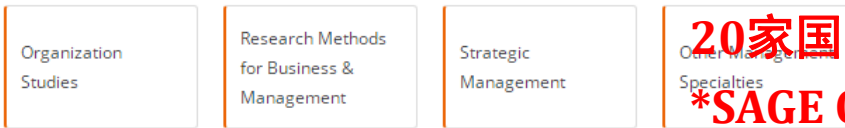
***Content Partner: 50%以上的SAGE案例来自**

20家国际顶尖商学院的案例中心

***SAGE Originals: SAGE原创案例专辑**

精选热门商业话题，每年积极更新、

欢迎全球作者投稿和发表



You might be interested in:

Our Publishing Approach

[Discover the SBC difference](#)

FIND OUT MORE

SAGE Originals

[A modern case collection](#)

FIND OUT MORE

Content Partners

[We have partnered with over 20 world-renowned institutions and associations](#)

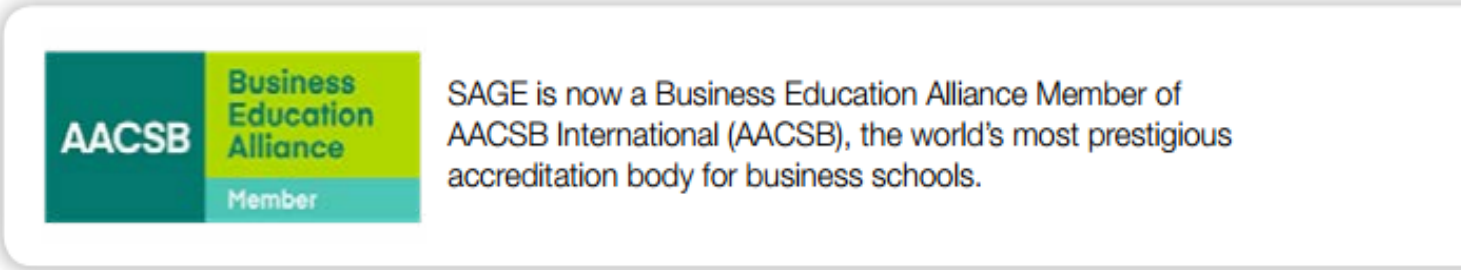
FIND OUT MORE

Submit a Case

[Interested in becoming an author?](#)

FIND OUT MORE

Website: <http://sk.sagepub.com/cases#>



IV. Feature Highlights of SBC

《SAGE商业案例》 : SAGE Original Cases

Scroll down or **select from the series titles below** to learn more about newly released and forthcoming SAGE Originals series:



IV. Feature Highlights of SBC

《SAGE商业案例》: SAGE Original Cases

SAGE Business Cases Women & Leadership Series

SAGE is pleased to launch [Women & Leadership](#), a new teaching case series within SAGE Business Cases. This innovative and timely series is edited by:

- Sherylle J. Tan, Ph.D., Director of Internships and KLI Research, Kravis Leadership Institute, Claremont McKenna College
- Lisa DeFrank-Cole, Ed.D., Associate Professor and Director of Leadership Studies, West Virginia University



Sherylle and Lisa in 2017 at the International Leadership Association Annual Conference in Brussels, Belgium.

The idea for the series began with a meeting at the 2016 Annual Conference of the International Leadership Association in Atlanta, Georgia between Sherylle and Lisa. The idea continued during the Women and Leadership Networking Luncheon and the idea to address the need for this essential content began to take shape. "The realities that women leaders face," says Dr. Tan, "as all students, both male and female, learn about and develop their leadership, they must understand leadership roles." Further, "The cases and experiences of women in leadership do not often coincide with those of men. To fully understand leadership

[Women in Pursuit of the Sports Coaching Profession: Challenges and Solutions](#), Dana Voelker, West Virginia University

[Women and Leadership: Using the Delphi Technique to Effect Organizational Change](#), Daniel L. Roberts, University of Phoenix

[Margaret Thatcher: Gender and the Iron Lady](#), Jill L. Robinson, University of Redlands

[Challenges of Leading a Small Development Organization in Odisha, India, That Seeks to Empower Women Through Enterprise Activities](#), Gretchen Alther, East-West Center - Professional Development Program

[Workplace Violence: More Women in Authority Does Not \(Always\) Equal Good \(Feminist\) Leadership](#), Miriam Sessa, Auckland Institute of Technology

[Sydney Brian-Peters: A Case Study in Gender and Leadership Issues](#), Greg Chidi Obi, Ohio University

[Recruiting Women to Work in the Kingdom of Saudi Arabia: Challenges in Leadership and Cultural Intelligence](#), Jacquelyn D. Elliott, King Fahd University of Petroleum and Minerals

[Evolution of a Nonprofit Board of Directors](#), Michele D. Kegley, University of Cincinnati Blue Ash

[Female Leadership: The Case of Ursula Burns](#), Alfred Akakpo, Coventry University

[Women and Leadership at Bettendorf College: Organizations' Responsibility for Addressing Gender Differences](#), Leslie L. Trainer, Claremont Graduate University



[Women and Leadership: Opportunities for Women Managing E-Businesses](#), Alfred Akakpo, Coventry University

V. Feature Highlights of SBC

Express Cases 时事特快案例

- 短篇幅、紧跟时事新闻的崭新案例
- 比如探讨新型冠状病毒对企业的影响、中美贸易冲突的热点事件等等
- 每个季度更新，每年计划推出40个

The screenshot shows the SAGE Business Cases website interface. At the top, there is a navigation bar with the SAGE Knowledge logo, a search bar, and a 'MY PROFILE' button. Below this is a secondary navigation bar with 'SAGE Business Cases', 'About', 'Browse SAGE Business Cases', and 'Help' links, along with a 'SUBMIT CASE' button. The main content area features a grid of case collections. The 'Express' collection is highlighted with a red star. A tooltip for the 'Express' collection provides a detailed description of the series.

Discipline	Region	Case Collection	BROWSE ALL SAGE BUSINESS CASES			
SAGE Original Cases	All SAGE Originals	Ancient Leadership	Economic History	Express 	Family Business	
	Food Marketing	Global Marketing	Healthcare Management	Humanities and Arts in Business	This series spans countries and cultures to highlight the challenges faced by family businesses across different contexts. This series provides students and faculty with up-to-the-minute impactful cases that truly work to prepare tomorrow's business leaders.	
	Music Marketing	Social Impact	Sustainability	Venture Capital		
	Cases with Enhanced Learning Tools 	Cases with Data	Cases with Teaching Notes	Cases with Video		

V. Feature Highlights of SBC

Express Cases 时事特快案例



[SAGE Business Cases](#) | Express Case

Add to list

[Evaluating Zoom's Success and Missteps During COVID-19](#)

Author: [Kelsey Lawrence](#)

Publisher: [SAGE Publications: SAGE Business Cases Originals](#)

Original publication date: 2020

Contains: Teaching Notes

Length: 695 words

Region: Northern America

DOI: http://dx.doi.org/10.4135/9781526459712_88

Abstract:

This case looks at the security and strategy missteps of the teleconferencing platform Zoom as it surged in popularity during the ongoing COVID-19 pandemic.

视频会议软件ZOOM疫情期间的得失



[SAGE Business Cases](#) | Express Case

Add to list

[How Will China's Cryptocurrency Impact Digital Currencies and Global Reserves?](#)

Author: [Allegra Hobbs](#)

Publisher: [SAGE Publications: SAGE Business Cases Originals](#)

Original publication date: 2020

Contains: Teaching Notes

Length: 436 words

Region: Eastern Asia

DOI: http://dx.doi.org/10.4135/9781526459912_4

Abstract:

This short case covers China's upcoming national cryptocurrency, reported to be "close" to release by the People's Bank of China. Students will consider China's state-backed cryptocurrency in the context of global currency reserves.

中国数字货币对全球储备的影响



[SAGE Business Cases](#) | Express Case

Add to list

[United States Blacklists Chinese AI Firms](#)

Author: [Allegra Hobbs](#)

Publisher: [SAGE Publications: SAGE Business Cases Originals](#)

Original publication date: 2020

Contains: Teaching Notes

Length: 486 words

Region: Northern America~Eastern Asia

DOI: http://dx.doi.org/10.4135/9781526459912_9

Abstract:

This short case asks students to theorize how the Trump administration's recent decision to blacklist leading Chinese artificial intelligence (AI) firms may impact tech development in the United States, and whether the government may take a [Show full summary](#)

美国将中国AI公司列入黑名单



[SAGE Business Cases](#) | Express Case

Add to list

[Fighting Misinformation During COVID-19](#)

Author: [Madeline Rae](#)

Publisher: [SAGE Publications: SAGE Business Cases Originals](#)

Original publication date: 2020

Contains: Teaching Notes

Length: 621 words

Region: Northern America

DOI: http://dx.doi.org/10.4135/9781526459912_11

Abstract:

This case looks at the spate of misinformation and false claims for cures and treatments that have erupted during the ongoing COVID-19 pandemic. The case asks students to discuss the ethics in false advertising and profiteering, what a [Show full summary](#)

对抗疫情相关假讯息

V. Feature Highlights of SBC Enhanced Cases 教学强化案例


Home > SAGE Business Cases > Data Analytics and CRM at Kunshan Louguanjia Co... > Case

Case Teaching Notes Search within this case

Download Cite Share Text size Get link

others to attract clients who need enterprise management service—for this case, the English alphabet represents different channels (see the Appendix for full listings of categories and channels).

Video 1. Authors Discuss the Company (and Data) Behind the Case



Transcript

00:05 XU HAN: This company is focused on the enterprise service, which means that they provide service like cleaners, security, and some other stuffs helping companies or some other organizations. And now there's more and more business and more and

其他可试用资源. 在同一个平台: SAGE电子书和SAGE学习视频

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除案例外，您目前还可试用：
SAGE BOOKS & Reference
500余种经管类电子图书

另外，目前您亦可试用学习视频-**SAGE Video**：

1. **SAGE Video Business & Management collection**
2. **SAGE Video Leadership collection**
3. **SAGE Research Methods Video**

其他可试用资源. 在同一个平台: SAGE电子书和SAGE视频

SAGE knowledge

Discipline ▾ Collections ▾

Search all content ▾ Enter search terms...



MY PROFILE



[Advanced search](#)



About

Browse SAGE Video

Help

Discipline

[BROWSE ALL SAGE VIDEO](#)

Business & Management



Counseling & Psychotherapy

Criminology & Criminal Justice

Education

Leadership



Media, Communication & Cultural Studies

Nursing

Politics & International Relations

Psychology

Social Work

Sociology

SAGE Research Methods Video





《连锁快餐企业的推广实例》

时长：约23分钟

主讲者：Quiznos连锁快餐的全球市场推广经理

内容：Quiznos是北美第二大三明治连锁店 (仅次于Subway)。它的全球市场推广经理Susan在美国市场学会的年会上发表演讲，介绍她的推广活动如何令Quiznos这个知名品牌重新焕发活力。

从中您能了解：该品牌的核心产品和特点；曾经成功的广告；2008年的低谷期及难题；以及她结合热点剧目设计的滑稽模仿影片 (作为广告，引发网络用户关注、甚至大V的转发)。



示例. SAGE Video Leadership

SAGE knowledge

Discipline ▾

Collections ▾

Search all cont... ▾

Enter search terms...



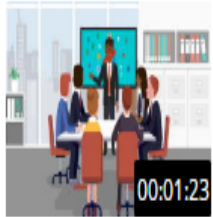
[Advanced search](#)

MY
PROFILE


[Beijing Forei...](#)

Business & Management	>	All Leadership (230)	All Skills (52)
Leadership	>	General Leadership (2)	> Coaching & Mentoring (9)
		Leadership Contexts (88)	> Communication (7)
		Styles (45)	> Decision Making (11)
		Theories And Models (51)	> Delegating (1)
		Skills (52)	> Emotional Intelligence (2)
		Characteristics And Traits (41)	> Managing Conflict (6)
		Leadership In Practice (83)	> Motivation & Empowerment (10)
		Doing Leadership Research (1)	> Negotiation (1)
			Problem-Solving (9)
			Self-Reflection (8)
			Technical Competence (2)

示例. SAGE Video Leadership



 [SAGE Video](#) | Video Case

Add to list 

[Cultural Values and Decision Making: The Practice and Mindset](#)

Publisher: [SAGE Publications, Inc](#)

Original publication date: 2020

Length: 00:01:23

DOI: <http://dx.doi.org/10.4135/9781071803981>

Abstract:


The case for diversity in business leadership is made as the link betw values, decision making, and corporate performance is explored.

<http://sk.sagepub.com/video/cultural-values-and-decision-making-the-practice-and-mindset>

<http://sk.sagepub.com/video/building-an-effective-team-the-practice-and-mindset>



 [SAGE Video](#) | Video Case

Add to list 

[Building an Effective Team: The Practice and Mindset](#)

Publisher: [SAGE Publications, Inc.](#)

Original publication date: 2019

Length: 00:01:18

DOI: <http://dx.doi.org/10.4135/9781071803349>

Abstract:

A scenario is presented that requires the development of a team and a management decision to decide team composition, focus, inter-dependencies, and needed skill sets.

[Show full summary](#) 

示例. SAGE Video Leadership

The screenshot displays the SAGE Video interface. At the top, there is a navigation bar with the SAGE logo, a search bar, and a user profile dropdown. Below this is a secondary navigation bar with 'SAGE Video', 'About', 'Browse SAGE Video', and 'Help'. The main content area shows a video player with a thumbnail of Tim Tobin, Vice President of Franchisee Onboarding & Learning at Choice Hotels. The video title is 'Leadership Skill Zones: Managing People, Decision-Making, Motivation'. Below the video player are 'Video quick keys' and a 'CREATE CLIP' button. To the right of the video player is a transcript panel with an 'Auto scroll' toggle set to 'ON'. The transcript shows the beginning of a video where Tim Tobin introduces himself and his career in leadership development. Below the transcript are icons for 'Download PDF', 'Cite', 'Share', 'Embed', and 'Get link'. At the bottom of the page, there is a chapter dropdown menu showing 'Chapter 1: Tim Tobin Discusses Four Key Leadership Skill...'


<http://sk.sagepub.com/video/leadership-skill-zones-managing-people-decision-making-motivation>

其他可试用资源. 在同一个平台: SAGE电子书和SAGE学习视频

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SAGE knowledge Discipline ▾ Collections ▾ Search all cont... ▾ Enter search terms... MY PROFILE INSTITUTION
[Advanced search](#)

Our collections




SAGE Books

Explore research monographs, classroom texts, and professional development titles.




SAGE Business Cases

Discover the real world of business for best practices and professional success.




CQ Press

Discover trustworthy and timely resources in American government, politics, history, public policy, and current affairs.



SAGE Reference

Start your research with authoritative encyclopedias and handbooks in the social and behavioral sciences.



SAGE Video

Watch cutting-edge streaming video that supports teaching, learning and research at all levels.

除案例外，您目前还可试用：
SAGE BOOKS & Reference
500余种经管类电子图书

示例. SAGE Book & Reference 500+

SAGE knowledge

Discipline ▾

Collections ▾

Search all cont... ▾

Enter search terms... 🔍

[Advanced search](#)

MY
PROFILE

INSTITUTION

Business & Management	>	All Business & Management (520)	>	All Business Ethics & Corporate Social Responsibility (21)
Counseling & Psychotherapy	>	General Business & Management (34)	>	Business Ethics (General) (11)
Criminology & Criminal Justice	>	Accounting (10)	>	Corporate Social Responsibility (8)
Education	>	Business Ethics & Corporate Social Responsibility (21)	>	Sustainability (3)
Geography, Earth & Environmental Science	>	Economics (58)	>	
Health & Social Care	>	Entrepreneurship (25)	>	
Media, Communication & Cultural Studies	>	Finance (14)	>	
Politics & International Relations	>	Human Resource Management (98)	>	
Psychology	>	Information & Knowledge Management (30)	>	
Social Work	>	International Business & Management (34)	>	
Sociology	>	Leadership (36)	>	
		Marketing (105)	>	

示例. SAGE Book & Reference 500+





欢迎您试用. SAGE Business Cases, Video, Book & Reference (10.28–12.31)


The premier social sciences platform for SAGE and CQ Press book, reference, and video content.

Search within SAGE Knowledge

[Advanced search](#)




Our collections




SAGE Books

Explore research monographs, classroom texts, and professional development titles.




SAGE Business Cases

Discover the real world of business for best practices and professional success.




CQ Press

Discover trustworthy and timely resources in American government, politics, history, public policy, and current affairs.



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SAGE Video

Watch cutting-edge streaming video that supports teaching, learning and research at all levels.

Website: <http://sk.sagepub.com/cases#>