

Guide to Finding Business Case Studies

Print Resources:

In USCAN, run a subject search for the subject heading that you are looking for and add "--Case Studies" to the end of the subject heading (Note in USCAN your search would look like: S=advertising--case studies). Listed below are just a few of the print resources found in USCAN that contain case studies.

Ads to Icons: how advertising succeeds in a multimedia age

(Business HF 5823 .S76 2007 – LC Subject Heading: Advertising—Case Studies)

Cases in Advertising and Promotion Management

(Business HF 5823.P353 - LC Subject Heading: Advertising--Case Studies)

Case Study Handbook: how to read, discuss, and write persuasively about cases

(Business HD 30.4 .E435 2007 – LC Subject Heading: Management—Case Studies—Study and Teaching)

Empirical Studies in Applied Economics

(Business HB 139.D83 - LC Subject Heading: Economics--Case Studies)

Encyclopedia of Major Marketing Campaigns

(Business Reference HF 5837.E53 - LC Subject Heading: Advertising Campaigns--Case Studies)

Essential Challenges of Strategic Management

(Business HD 30.28 .R6744 2001 – LC Subject Heading: Management—Case Studies)

HRD Trends Worldwide: Shared Solutions to Compete in a Global Economy

(Business HD 5715.P49 - LC Subject Heading: Occupational Training--Case Studies)

Human Dilemmas in Work Organizations Strategies for Resolution

(Business HF 5549.H7823 - LC Subject Heading: Personnel Management--Case Studies)

Learning Leadership: Cases and Commentaries on Abuses of Power in Organizations

(Business HD 57.7.Z35 - LC Subject Heading: Interpersonal Relations--Case Studies)

Leveraging the new human capital: adaptive strategies, results achieved, and stories of transformation

(Business HD 4904.7 .87 2004 – LC Subject Heading: Personnel Management—Case Studies)

Management Mistakes & Successes

(Business HD 31 .H3485 2003 - LC Subject Heading: Management--Case Studies)

Merger Cases in the Real World: A Study of Merger Control Procedures

(Business HD 2746.5.M43 - LC Subject Heading: International Business Enterprises--Case Studies)

The 75 Greatest Management Decisions Ever Made

(Business HD 30.23.C73 - LC Subject Heading: Decision Making--Case Studies)

Electronic Databases:

Business & Company Resource Center

(Use the link in the Electronic Indexes Page)

Run a subject search for the subject area you need, using the “Articles” tab, click on narrow by sub-heading, and scroll down to see if there is a case studies link.

Business Source Premier

(Use the link in the Electronic Indexes Page.)

HINT: Use time period and full-text limiters for best results.

Run a guided search for case studies as the subject and your topic as a subject.

Web Resources:

The following case study collections provide free summaries of cases studies in areas such as accounting, finance, international business, marketing, management, etc. Users can browse by topic, search by keyword, and purchase the full-text of the cases online.

BusinessCases.org

<http://www.businesscases.org>

European Case Clearing House

<http://www.ecch.cranfield.ac.uk/>

Largest source of management case studies in the world, which includes all cases produced by the best-known management teaching establishments as well as case studies in many languages produced by individual authors worldwide.

Harvard Business School Publishing: Cases and Teaching Materials

<http://www.hbsp.harvard.edu/products/cases/index.html>

Provided by HBS Publishing.

Richard Ivey School of Business Publishing

<http://www.ivey.uwo.ca/cases/>

Provided by the Ivey Publishing.

Stanford Business School Case Database

<https://gsbapps.stanford.edu/cases/>

Provided by the Stanford Graduate School of Business.

Thunderbird Case Series

http://www.thunderbird.edu/knowledge_network/case_series/case_by_subject/index.htm

Provided by Thunderbird, the American Graduate School of International Management.

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