

IVEY PUBLISHING CO-BRANDED COLLECTION

LEARN THE BENEFITS OF A CO-BRAND PARTNERSHIP WITH IVEY PUBLISHING



Your institution's name and logo will appear on each case.



Complimentary use of co-branded cases at your institution.



Your co-branded case collection will be searchable on the Ivey Publishing website.



Receive detailed feedback from experts in your field at the Ivey Business School as part of a single-blind peer review.



A dedicated product coordinator and a team of professional editors will refine your material to enhance the quality of your case.



Access to detailed case usage reports that outline how your case has been used.



Marketing:

- Iveypublishing.ca receives more than 2 million page views annually.
- All co-branded cases feature branding from your institution and Ivey Publishing.
- Your co-branded cases will be promoted alongside leading case collections, such as Harvard Business School, Darden Business Publishing, and The Case Centre.
- Receive global recognition and exposure with Ivey Publishing's annual Best Seller Awards, international case competitions, and promotion at the most significant conferences in business education.
- Regular promotion of cases and case authors through social media, newsletters, webinars, and the Decision Point podcast.
- Knowledgeable sales staff promote cases with faculty across the globe.



Submissions:

Requirements

- Co-brand agreements are considered after a minimum of three published cases from your institution in the first year and five cases published in the second year.
- Co-brand partners are required to submit a minimum of 10 cases annually.
- All submitted cases must include a teaching note (technical notes are exempt from this requirement).

Copyright

- Ivey Publishing will hold copyright on published co-branded material.
- A negotiated royalty rate will be either paid to the co-brand partner or split equally among authors.

For more information, contact us at
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