

CASE AUTHOR RESOURCES

**Essential information, useful tips, and valuable resources
to help you produce a high-quality case submission.**

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CASE TEACHING AND WRITING WORKSHOPS



Learn directly from the world leader in Case Method training. These workshops are integrated, hands-on, and intensely practical



Receive one-on-one feedback.
Develop the skills to become a case author

**Over 15,000
Participants**

Benefit from learning to use the case method quickly and effectively



Locations: Your institution | Online



PUBLISHING PROCESS



SUBMISSION

Use our online process to submit your case, teaching note, and supporting material. You can also submit other learning materials online, such as an exercise, role-play, industry, or technical note.



REVIEW

Pre-review: A product coordinator will work with you from submission to publication. They will provide feedback in preparation for an academic content review. You may be asked to make revisions to your case.

Academic content review: Your submission will be evaluated by qualified case experts at the Ivey Business School in a double-blind peer review.



EDITING

Your product coordinator will send your material to an Ivey Publishing copy editor. You will be asked to respond to questions and suggested revisions.

After receiving your input in the copy editing process, your product coordinator will prepare a final draft for your approval.



PUBLICATION

Congratulations! Your material will then be available on our website and through our global distribution network.



PROMOTE YOUR CASE

The Ivey Publishing marketing team will be happy to work with you on the promotion of your case.

Cases can be featured in periodic case alerts, newsletters, social media, blog posts, and interviews.

CASE ESSENTIALS

Our cases are based on real people, companies, and events.

CASE TYPES ACCEPTED



Field based

Cases based on fieldwork, interviews, and internal company data. Interview-based cases that have been released for general distribution by the subject organization. Disguised cases are accepted if the disguise is necessary and strong. All field cases must be accompanied by our Consent-to-Use Form.



Published sources

Published sources cannot be disguised. Credible footnotes must be used. Authors must avoid attributing statements, actions, or feelings to actual persons or organizations without providing consent or a source.



General experience

Based on the author's own experience within a real organization. These cases are often disguised.

CASE OUTLINE



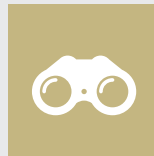
OPENING

Introduces a protagonist and decision point



ORGANIZATION BACKGROUND

Provides history, industry, products, services, structure, and competition



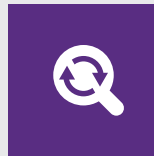
AREA OF INTEREST

Introduces context related to subject area



CASE DECISION

Explores the dilemma facing the protagonist



ALTERNATIVES

Modulates case difficulty



CONCLUSION

Restates decision with relevant tasks or deadlines

ABOUT OUR COLLECTION



50,000+

Products available
on our platform



9,000+

Products in the
Ivey Publishing
collection



30+

Ivey cases
published on
average per month



35

School partnerships
to produce co-
branded collections



15

Business
disciplines featured
in collection



65+

Countries
represented by
Ivey authors



168

Countries we have
customers in



12

Languages case
studies have been
translated to

LEARNING MATERIALS

Ivey Publishing offers cases and a variety of tools to help you meet your outlined learning objectives.

Case:* A description of a real situation, centered on a decision about an opportunity, a challenge, etc. faced by a person or persons in an organization

Note:* Supplemental material used to aid case teaching, including technical and industry notes to help with learning a required technique or provide richer context for analysis

Exercise:* Structured learning activities that develop skills and apply concepts through specific tasks with clear solutions.

Role-Play:* Interactive classroom tools that allow students to simulate real-world business scenarios by taking on assigned roles.

Article: Reprints from a variety of business publications, including the *Ivey Business Journal*, *Harvard Business Review*, *MIT Sloan Management Review*, and more

Digital Learning Experiences: Audio and video content, and interactive media such as simulations

*Ivey Publishing accepts external submissions of these learning materials

PUBLISHING BENEFITS

DISCIPLINES

Ivey Publishing's case collection offers content across all business disciplines



Accounting



Communications



Economics & Public Policy



Entrepreneurship



Finance



General Management



Human Resource Management



Information Systems



International Business



Management Science



Marketing



Operations Management



Organizational Behaviour & Leadership



Strategy



Sustainability



**ELEVATED
QUALITY**

- Receive detailed feedback from experts in your field of study at the Ivey Business School as part of a unique, double-blind peer review.
- Refine your material with careful formatting and editing with Ivey's experienced product team to visually enhance the high quality of your work.
- Retain use of the material in courses taught and textbooks authored by you without payment of a permission fee.
- Ivey Publishing has been a global leader in publishing and distributing high-quality learning materials for nearly 50 years.



**GLOBAL
DISTRIBUTION**

- List your case with one of the largest publishers of high-quality business cases, with more than 30 distributors and a global reach of 168 countries.
- Receive a 15% royalty for all external case sales.
- Reach thousands of educators across the world who register annually for instant access to sample copies.
- Ivey cases are used in 88% of the *Financial Times* top 100 MBA programs.



WORLDWIDE PROMOTION

- Promote your case alongside leading case collections, such as Harvard Business School, Darden Business School, and Kellogg School of Management.
- Receive global recognition and exposure with Ivey Publishing's annual bestselling case 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, and webinars.
- iveypublishing.ca receives more than two million page views annually.
- Knowledgeable sales staff promote products with faculty across the globe.



ACADEMIC IMPACT

- Detailed reports provided to show how your case has been used.
- Make a meaningful contribution to the case-based learning community.
- Strengthen the credibility of your subject matter expertise with a large community of case users.
- Ivey cases are used in 96% of *The Economist's* top-ranked full-time MBA schools.
- Ivey cases are used in 88% of the *Financial Times* top-ranked Global MBA program.
- Ivey cases are used in 97% of the *Bloomberg* Best International Business Schools.



RESOURCES

Visit the Author Resources page on iveypublishing.ca to access applicable resources.

“(Case writing) opens doors on the research side. I’ve had industry partners that I’ve wanted to do research with and one of the easiest ways for us to get to know each other is by working together on a case.”

Darren Meister, Associate Professor,
Entrepreneurship



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