



# eCases 2020

Global teaching  
materials to engage  
and inspire



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 emerald  
PUBLISHING



learn.

# eCases

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Teaching cases offer students the opportunity to explore real world challenges in the classroom environment, allowing them to test their assumptions and decision-making skills before taking their knowledge into the workplace.

We specialise in case content from and about emerging markets, regions which are traditionally underrepresented in teaching case collections but which offer unique and important insights.

## 2000 cases from:

- Emerging Market Case Studies Collection
- The CASE Journal



## Subject coverage

- Accounting and finance
- Built environment
- Economics
- Entrepreneurship
- Environmental management
- Human resource management
- International business
- Management science
- Marketing
- Operation and logistics
- Strategy
- Tourism and hospitality



## Unlimited use

Eliminate administrative duty and financial burden of the PPV model with unlimited classroom use.

## Peer-reviewed

eCases provide a home for underrepresented authors in EMCS and for TCJ a double-blind peer-reviewed journal, both with strong academic rigour.

## Classroom tested with teaching notes

We provide engaging materials for education that deliver a consistent, stimulating experience - cases require classroom testing before submission and teaching notes are available as standard.

## Supportive, developmental environment

We provide an excellent author service including the new cases learning hub to help contribute to the case writing and teaching community.

## Regional coverage

We publish cases from around the world, ensuring our collections represent the large brands a student may be familiar with but also smaller, local SMEs that are more likely to reflect their working environment.



New platform



explore.

## emerald insight

The home of over 300 journals, 2,500 books, 1,700 cases and a growing collection of open access content has been entirely reimaged and rebuilt.

The new site will showcase different content types and pave the way for the rapid evolution of research needs.

[emerald.com/insight](https://emerald.com/insight)

### Find your perfect eCases model

We prioritize strong learning objectives, teaching notes and peer review so you can prioritize participation. Choose from a variety of case styles, lengths, regions and subject areas to teach your way.

#### Subscribe

- Subscribe to the eCase Collection to access all content for a 12-month period
- Subscribe to Emerging Markets Case Studies Collection or Purchase yearly volumes 2011-2019

### Speak to your local team:

Contact details for your local Emerald representative are available at: [emeraldpublishing/offices](https://emeraldpublishing/offices)

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### About Emerald

For over 50 years, championing fresh thinking has been at the heart of the Emerald business. Our core ethos is to help make a difference so that little by little, those in academia or in practice can work together to make a positive change in the real world.

Our publications and publishing services help authors tell their story in a meaningful and timely way, providing innovative tools and services to build confidence and capability in impactful research.

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Join us in making a Real Impact.

