Harvard Business Publishing serves the finest learning institutions worldwide with a comprehensive catalog of case studies, journal articles, books, and elearning programs, including online courses and simulations. In addition to material from Harvard Business School and Harvard Business Review, we also offer course material from these renowned institutions and publications:

- ABCC at Nanyang Tech University
- Babson College
- Berrett-Koehler Publishers
- Business Enterprise Trust
- Business Expert Press
- Business Horizons
- California Management Review
- CLADEA-BALAS
- Columbia Business School
- Crimson Group USA
- Darden School of Business
- Design Management Institute
- European School of Management and Technology (ESMT)
- Harvard Kennedy School of Government
- Harvard Medical School/Global Health Delivery
- HEC Montréal Centre for Case Studies
- IESE Business School
- IMD (International Institute for Management Development)
- Indian Institute of Management—Ahmedabad
- Indian Institute of Management—Bangalore
- Indian School of Business
- INSEAD
- Ivey Publishing
- Journal of Information Technology
- Kellogg School of Management
- McGraw-Hill
- MIT Sloan Management Review
- North American Case Research Association (NACRA)
- Perseus Books
- Princeton University Press
- Program on Negotiation (PON) at Harvard Law School
- Public Education Leadership Project
- Rotman Management Magazine
- Social Enterprise Knowledge Network
- Stanford Graduate School of Business
- Thunderbird School of Global Management
- Tsinghua University
- UC Berkeley—Haas School of Business
- University of Hong Kong
- WDI Publishing at the University of Michigan
- The Wharton School, University of Pennsylvania

CUSTOMER SERVICE AND TECHNICAL SUPPORT
24 hours a day, 7 days a week

Customer Service:
1-800-545-7685 (+1-617-783-7600 outside the U.S. and Canada)
custserv@hbsp.harvard.edu

Technical Support:
1-800-810-8858 (+1-617-783-7700 outside the U.S. and Canada)
technhelp@hbsp.harvard.edu
Cases, slices of business life, focus on actual problems and decisions facing a company. Students are challenged to put themselves in the protagonist’s place and suggest business strategies, tactics, and solutions.

New Cases

Coal India Limited: Privatization or Disinvestment?
Coal India Limited, the world’s largest coal mining company and India’s largest corporate employer, regularly produced less coal than was both achievable and needed. As a result, it failed to meet the demand for coal from power utilities and other industries in the country. The Government of India, which had a persistent and large fiscal deficit, held the majority interest in the company. In January 2015, the government wanted to reduce its deficit and improve both the productivity of Coal India Limited and India’s coal supply.

The Economics of Gold: India’s Challenge in 2013
On June 13, 2013, India’s finance minister held a press conference in which he urged Indians to refrain from buying gold. India was facing a huge economic challenge. Its account deficit had hit a record high of 6.7 percent of its gross domestic product. This increase was attributed to rising gold imports and was a major cause of concern for the Indian finance minister and the governor of the Reserve Bank of India.

FANUC Corporation: Reassessing the Firm’s Governance and Financial Policies
Daniel Loeb, a U.S.-based activist investor, announced his firm had made a large investment in FANUC Corporation, a leading producer of industrial robots and software for machine tools. Loeb was demanding that the Japanese firm change its financial and governance policies (e.g., distribute more cash, fix its “illogical” capital structure, and provide more information to shareholders). FANUC’s CEO, Yoshiharu Inaba, and his board must decide whether and how to respond.

Nike vs. New Balance: Trade Policy in a World of Global Value Chains
Michael Froman, the newly appointed U.S. Trade Representative, was responsible for leading the U.S. negotiating team in the formulation of the terms of Trans-Pacific Partnership (TPP). During the negotiations, Froman had to adopt a position on the sensitive issue of tariffs on imported footwear. Vietnam, a TPP member country, was America’s second-largest foreign footwear supplier and was pushing for the elimination of tariffs. On the other hand, U.S. labor unions argued that Vietnam’s strength in the footwear industry was based on unfair subsidies and labor practices.

One Belt One Road: Chinese Strategic Investment in the 21st Century
The new Chinese President Xi Jinping is deciding whether to launch a grand investment strategy, which he calls “One Belt One Road” (OBOR). Through this plan, he hopes to achieve a range of economic, domestic, and geopolitical goals. Economically, China needs to transition into a growth model that is sustainable but still delivers high growth rates. Critics of the plan have raised concerns over the profitability of investments proposed and the plan’s impact on the government’s efforts to transition to a sustainable growth model.
The Privatization of Aluminium Bahrain
Privatization of state-owned enterprises represents a significant realm of business for investment banks around the world. It also involves balancing a number of sometimes conflicting objectives among buyers and sellers and a host of risks for both sides as well as the financial firm itself. This case focuses on a large partial privatization in the Middle East that illustrates all of these issues and defines the requirements for investment banks to perform successfully in future privatizations. INSEAD #IN1217

Quantitative Easing in the Great Recession
This case presents financial and macroeconomic data for the United States between 2007 and 2013, a period covering the financial crisis and Great Recession of 2007—2009 and the slow economic recovery from 2009 onward. During this period, the Federal Reserve set the federal funds rate, its primary monetary policy instrument, near zero, and used additional monetary policy tools to stimulate the economy. One of these additional tools was quantitative easing. Kellogg School of Management #KEL782

Uniqlo: A Supply Chain Going Global
In less than 20 years, Uniqlo became the leading fast-fashion retailer in Japan and a strong player in other Asian countries like China, Korea, and Taiwan. With an efficient but regional supply chain, Uniqlo faces rising manufacturing costs in China and is experimenting with new supply chain models in low-cost locations like Bangladesh. Uniqlo’s supply chain had proved effective in the Asia Pacific region, but could the same model be scaled worldwide? University of Hong Kong #HK1085

Popular Cases

California High-Speed Rail
In January 2010, the California High-Speed Rail Authority was waiting to hear whether the Obama administration would approve its application for $4.7 billion in federal stimulus funding to begin the construction of a $50 billion, 800-mile high-speed rail corridor connecting all of the state’s major regions and cities. This case describes the planning efforts and controversies that arose over alignment, demand projections, the financial plan, and the social benefit-cost analysis. Harvard Kennedy School #HKS440

California Water Pricing
In many parts of California, water districts set prices so that agricultural users pay far less than residential users and far less than the true cost of water. This case provides the information necessary to do a partial equilibrium incidence analysis, including multiple data sources and the role of each crop in the California and worldwide markets. Harvard Kennedy School #HKS537

Finland and Nokia
Following the collapse of the Soviet Union, Finland began a process of moving the country from an investment-driven economy to an innovation-driven one. A large part of its success can be attributed to Finnish company Nokia, which accounts for 70–80 percent of cluster exports and is a world leader in mobile phone technology. Harvard Business School #702427

India on the Move
In India, in 2003, inflation is lower, financial controls are less burdensome, and the current account is balanced. The finance minister still faces large fiscal deficits and ongoing problems with Pakistan that are deterring foreign direct investment. He considers either taking action or doing nothing and allowing India’s entrepreneurs and high-tech industries to help solve the problems. Harvard Business School #703050
Land Securities Group (A): Choosing Cost or Fair Value on Adoption of IFRS
A U.K. real estate firm, required to adopt international accounting standards (IAS), must change reporting of its primary asset (investment property) from the revaluation model under U.K. GAAP to either the cost or fair-value model under IAS. This would have a number of effects on European investment property firms, including Land Securities.

A Note on the Long-Run Models of Economic Growth
This technical note prepares students to use and analyze economic models of long-run growth. The note is particularly useful in introducing the Solow neoclassical growth model for discussing growth in emerging markets and developed countries.

Regulating Broadband in Chile: The Debate over Open Access
The undersecretary of the telecommunications regulatory agency in Chile considers changing the policy for regulating competition among Internet service providers, which is based on the policy for voice telephony. The key difference is an additional requirement for “open access” from providers of broadband Internet services.

To Build a Different Model: The Case for Preservation of Affordable Housing, Inc.
A socially conscious low-income housing provider rescues and refines affordable rental housing in 8 U.S. states and the District of Columbia. The firm is founded with many unique business and financial models that not only pay attention to the bottom line but also emphasize reinvesting profits in the company and increasing cash flow.

→ Find more cases at hbsp.harvard.edu

ARTICLES

Articles from Harvard Business Review, HBR.org, and other renowned sources provide up-to-the-minute ideas from the best business thinkers.

New Articles

The Countries That Would Profit Most from a Cashless World
Policy makers and economists have made arguments for the benefits of a cashless society. Economic uncertainty around the globe has raised concerns that consumers could take cash out of banks—especially in negative interest rate environments—and hoard it. Eliminating cash is one way to reduce that risk. Denmark, Sweden, and Norway are already considering it, while European Central bank is considering getting rid of large denomination bills.

Creativity, Clusters—and Why Your Barista Has Mixed Feelings about You
The creative intensity of the global economy has grown substantially in recent years. However, “Creative Class” workers are increasingly being propped up by a mass of hard-working routine workers, who are not participating in the economic upside. To prosper in the global economy, every region and industry must boost the creative content of all types of work, while continuing to encourage and support the growth of creative jobs.

→ Find more cases at hbsp.harvard.edu

TN Teaching Note Available
Escape the Low-Cost Trap and Enhance Value for Your Business: Crafting Your Vantage Point
Rather than cutting costs (and living standards), countries should instead focus on enhancing the value of the goods and services they naturally produce. Examples from Spain’s Basque Country, Mexico, and Colombia illustrate how intense collaboration and innovation in the production process can lead to a virtuous circle of value optimization and economic development. *IESE Insight Magazine* #IIR158

The Fourth Industrial Revolution
Technological innovation is on the brink of fueling momentous change throughout the global economy, generating great benefits and challenges, in equal measure. The “fourth industrial revolution” is based on 3 sets of megatrends: physical, digital, and biological. To thrive in this environment, public-private research collaborations should increase, and should be structured towards building knowledge and human capital to the benefit of all. *Rotman Management Magazine* #ROT308

What British, European, and American Policy Makers Need to Do Now

Popular Articles

America’s Looming Creativity Crisis
The strength of the U.S. economy does not rest on manufacturing capabilities or natural resources but on an openness to new ideas. As the U.S. tightens its borders to students and scientists while simultaneously cutting back on federal research budgets, it risks losing its competitive edge as other nations attract the research and development talent that used to attend U.S. universities. *Harvard Business Review* #R0410H

The Big Shift: Measuring the Forces of Change
Traditionally, economists chart data such as GDP growth, unemployment levels, and balance-of-trade shifts to measure the overall health of the economy. However, focusing on these metrics fails to account for the effect of technological innovations over the past 40 years on business performance. *Harvard Business Review* #R0907Q

Clusters and the New Economics of Competition
“Clusters” are critical masses of linked industries in a single location. In theory, location should no longer be a source of competitive advantage, but clusters can change the economic geography and generate a high level of productivity and innovation. *Harvard Business Review* #98609

How Fast Can the U.S. Economy Grow?
Can the U.S. economy’s growth rate increase? Standard economic analysis says no. A new economic theory suggests that rapid technological change can make the economy grow at a much faster rate. In this article, Paul Krugman explains how markets interact and why there are limits on growth. *Harvard Business Review* #97406
A New Approach to Funding Social Enterprises
This article argues that if organizations treat charitable donations as a form of capital that seeks social, not financial, returns, they can then tap traditional sources of funding: venture capital firms, banks, mutual funds, bonds, and so on. This would be a significant step toward a greener, healthier, and more equitable world. *Harvard Business Review #R1201K*

Preparing for the Pitfalls of Interconnectivity
Globalization is creating a more interconnected, interdependent, and complex world. While policy makers have focused on integration, they have often ignored the increased risk from interdependence, which gives individuals the power to destabilize large systems. *IESE Insight Magazine #IIR068*

→ Find more articles at hbsp.harvard.edu

**ONLINE TUTORIALS**

Online tutorials allow students to learn basic concepts outside of class, freeing up class time for other learning objectives. Each tutorial requires approximately 2 hours to complete, depending on students’ abilities and backgrounds.

International Macroeconomics
This interactive tutorial provides students with an introduction to the basic principles of macroeconomics and international macroeconomics. Seat Time: 60 minutes *Harvard Business School #715702*

→ Find more online tutorials at hbsp.harvard.edu/elearning

**BOOKS & CHAPTERS**

Many academic titles from Harvard Business Review Press are now available as eBooks. Each eBook title is available as a PDF and comes with a full-text Educator Copy available to registered Premium Educators on the HBP for Educators web site.

Books

**Can China Lead? Reaching the Limits of Power and Growth**
In this book, noted China experts from Harvard Business School and the Wharton School assert that while China has experienced remarkable economic growth in recent decades (nearly 10 percent for more than 30 years), it now faces major challenges—tests that could shift the country’s political and economic trajectory. *Harvard Business Review Press #10837*

This revised and updated edition covers the essentials of macroeconomics and examines the core ideas of output, money, and expectations. Early chapters cover fiscal policy, central banking, business cycles, and international trade. Later chapters provide a brief monetary history of the United States and the basics of macroeconomic accounting. *Also soon available in chapters. Harvard Business Review Press #16969*
**NEW!** *Concrete Economics: The Hamilton Approach to Economic Growth and Policy*

*Concrete Economics* shows how the government has repeatedly reshaped the American economy ever since Alexander Hamilton’s first, foundational redesign. The government not only sets the ground rules for entrepreneurial activity also directs the surges of energy that mark a vibrant economy. Understanding how our economy has grown in the past provides a blueprint for how we might again redesign and reinvigorate it today, for such a redesign is sorely needed. *Harvard Business Review Press #11357*

**Everything I Ever Needed to Know about Economics I Learned from Online Dating**

Using the ideas that are central to how markets and economics and dating work, Paul Oyer shows how to apply these ideas to the economics of everyday life. The book uses Oyer’s own experiences, and those of millions of others, to help students navigate the key economic concepts that drive the modern age. *Harvard Business Review Press #11541*

---

**Chapters**

**Theories of International Trade**

This chapter explains the fundamentals of global trade by looking at the evolution of key concepts. It provides a review of absolute and comparative advantage and how changes in the early 20th-century economy led to a greater emphasis on capital through the development of the factor proportions model.

From *International Economics, Business Expert Press #BEP231*

→ Find more books and chapters at hbsp.harvard.edu/ebooks
Cases, slices of business life, focus on actual problems and decisions facing a company. Students are challenged to put themselves in the protagonist’s place and suggest business strategies, tactics, and solutions.

New Cases

Corporate Average Fuel Economy Standards 2017–2025
Two government agencies issue a joint proposal to dramatically increase fuel economy and reduce greenhouse gas emissions for cars and trucks sold between 2017 and 2025. Despite demand for fuel-efficient vehicles and the benefits to consumers, it is unclear why the market has not already produced cars that get better mileage and produce less pollution. Harvard Kennedy School #HKS727

Exits in Emerging Markets: Actis’ Investment in Umeme
This case assesses Actis’ optimal exit route for Umeme, a Ugandan electricity distribution company in its investment portfolio. In their search for a suitable exit, the partners at Actis weighed their ability to leave Umeme well-positioned to continue the operational and financial improvements that Actis had made during it’s investment period, while also ensuring a robust return for Actis’ investors. By exploring the various routes available to Actis, this case demonstrates the factors at play in the creation of social and economic gains through private equity investment. Stanford Graduate School of Business #F311

Express Scripts: Promoting Prescription Drug Home Delivery (A)
The pharmacy benefit manager sector processes prescription drug claims on behalf of companies that offer a prescription drug benefit to their employees. This case follows Bob Nease, chief scientist at Express Scripts, as he considers methods to promote home delivery of prescription drugs by mail—a process proven to lower prescription fill error rates, increase cost savings, and improve medication adherence. Harvard Business School #916026

The Maine Food Cluster Project
The Libra Foundation is exploring how to grow the food sector in Maine using the strategy of creating a food cluster initiative. Maine is one of the poorest states in the U.S. and the food sector is one of the largest employers. Multiple efforts in agriculture, aquaculture, and food processing exist but are not coordinated. The CEO needs to decide what action the Foundation should take given the data from the Cluster Tool—a national data set—and other research on successful food cluster initiatives in other states. Harvard Business School #316008

Nomis Solutions (A)
Nomis Solutions, a start-up company that planned to offer price-optimization solutions to financial service firms, aimed to use advanced analytic techniques to help its clients set prices for consumer loans and deposits. Was there a market for the products and services that Nomis planned to offer? Columbia Business School #CU106
T-Mobile in 2013: The Un-Carrier
As consumers began to embrace more sophisticated mobile devices, the industry’s 4 main players spent heavily to improve their infrastructures for providing reliable high-speed data services. T-Mobile, the smallest of the 4 major carriers, lacked the scale of its competitors and risked falling behind in the contest for market share. T-Mobile’s new CEO declared war on the rest of the industry, decrying competitor pricing practices and upending the traditional contract-based business model.  

Tupelo Medical: Managing Price Erosion
A pricing manager must determine the appropriate prices for a top-selling blood pressure monitoring system. Setting the price too high could mean losing significant numbers of customers, while setting the price too low could affect the company’s profitability. The pricing manager considers either a single price for all or variable prices for different customer segments.  

Popular Cases

Cambridge Software Corp.
Cambridge Software Corp. must decide whether to offer multiple versions of a new software product. The decision depends on the size of the different market segments, the customers’ willingness to pay, and the costs of developing and producing each of the 3 new versions.  

Cola Wars Continue: Coke and Pepsi in 2010
For over 100 years, Coca-Cola and Pepsi have been fighting for dominance in the highly competitive carbonated soft drink market. Both firms had achieved growth rates around 10 percent when beverage consumption was increasing. Now consumption is declining and both firms must consider new strategies.  

Freemark Abbey Winery
Freemark Abbey must decide whether to harvest its grapes in view of the possibility of rain. Rain could damage the crop, but delaying the harvest would be risky. On the other hand, rain could be beneficial and greatly increase the value of the resulting wine. The decision is further complicated by the fact that ripe Riesling grapes can be vinified in 2 ways, resulting in 2 different styles of wine. Their relative prices would depend on the uncertain preference of consumers 2 years later, when the wine is bottled and sold.  

Harmon Foods, Inc.
Prediction and shipment have been a scheduling and budgetary problem. Multiple regression is suggested as a solution. Evaluation of regression coefficients leads to better understanding of trend, seasonality, and promotion effectiveness.  

Hitting the Wall: Nike and International Labor Practices
Nike is one of the world’s most successful footwear companies. In the mid-1990s, activists accuse the firm of exploiting low-cost labor in overseas manufacturing facilities. Nike must respond to these claims and untangle a web of conflicting data from the many independent contractors used to manufacture shoes in developing countries.  

Merton Truck Co.
A company manufactures 2 models of trucks in 4 manufacturing departments; it must determine the optimal production mix given information on selling price, production costs, and manufacturing capacity requirements.
Our Daily Bread Co.
Our Daily Bread is a small boutique bakery producing a variety of specialty breads. The company has excess capacity and considers several options to increase revenues by entering the wholesale bread business. This case allows students to perform process analysis in a multiproduct setting with seasonal demand and evaluate the impact on capacity and profitability of wholesale orders.  

TN Darden School of Business #UV3497

Ready-to-Eat Breakfast Cereal Industry in 1994
Ready-to-eat breakfast cereal has always been a stable and highly profitable industry dominated by 3 large manufacturers of branded cereal: Kellogg, General Mills, and Kraft General Foods. In 1994, small, private-label cereal companies gained significant market share and forced the larger firms to reconsider their strategies.  

TN Harvard Business School #795191

Toyota Motor Corp.: Launching Prius
The president of Toyota Motor Corp. considers pushing for a more aggressive launch of the Toyota Prius. He believes the new and technically advanced hybrid power train is an important component of the firm’s overall product strategy and offers a significant competitive advantage.  

TN Harvard Business School #706458

→ Find more cases at hbsp.harvard.edu

Brief Cases

Rigorous and compact, Brief Cases from Harvard Business School present realistic management challenges for students to discuss. Audio versions are available for select Brief Cases to aid in student preparation.

Alpen Bank: Launching the Credit Card in Romania
Alpen Bank considers whether to launch a credit card business in Romania. The firm rejected the idea several years earlier because of poor economic conditions. Now the country is emerging from a recession and incomes are rising along with disposable income.  

TN #4559

Culinarian Cookware: Pondering Price Promotion
The senior executives at Culinarian Cookware debate the merits of price promotions for the company’s premium cookware products. Some believe price promotions damage the brand image and promote retailer hoarding. Others believe price promotions increase brand awareness and stimulate demand.  

TN #4057

Metabical: Pricing, Packaging, and Demand Forecasting Recommendations for a New Weight-Loss Drug
The senior marketing manager at a pharmaceutical company prepares to launch a new weight-loss drug intended for moderately overweight individuals. The manager must select the optimal packaging size, determine the appropriate pricing, and develop demand forecasts.  

TN #4183

“This case focuses on the problem of pricing a discontinuous new product, so there are few benchmarks from which to price—the only pricing situation which is really challenging.”  
—Case review from Harvard Business Publishing for Educators web site*

→ Find more Brief Cases at hbsp.harvard.edu/briefcases
Articles from Harvard Business Review, HBR.org, and other renowned sources provide up-to-the-minute ideas from the best business thinkers.

New Articles

Connected Consumption: A Sharing Economy Emerges
Social movements that criticize capitalism, such as Occupy Wall Street, have resulted in an ideological shift toward “connected consumption.” Emphasizing the reuse of goods rather than buying new, these practices facilitate local, face-to-face connections and are redesigning models of service delivery. Rotman School of Management #ROT234

A Deep Look inside Apple Pay’s Matchmaker Economics
The new economics of multisided platforms provides a theoretical framework and body of empirical knowledge for handicapping “matchmaker” businesses like Apple Pay. It provides powerful tools for separating new platforms that will likely succeed from those that are going to fail spectacularly. Harvard Business Review #H02YAU

The Era of the Participatory System
Finding solutions to global issues such as climate change, demographic shifts, and safe water supplies requires mass participation. Participatory systems combine different types of knowledge and resources on a large scale and can provide services and social solutions at a low cost. Rotman Management Magazine #ROT167

Innovation Risk: How to Make Smarter Decisions
Innovations can improve people’s lives and allow them to complete more tasks—but they also carry risks. The level of risk introduced depends on the choices people make when using an innovation. Creating an effective model to measure risk is challenging, especially when an innovation enters an established and complex system. Harvard Business Review #R1304B

Robots Aren’t the Problem: It’s Us
The author argues that we are in dire need of a new social compact that extends the advantage of our emergent knowledge economy to a much broader range of workers. Rotman Management Magazine #ROT209

Popular Articles

In a Downturn, Provoke Your Customers
In an economic downturn, provoking a response from customers is an effective strategy for reaching them. To apply this method, a firm outlines a problem for its customers and then provides a new perspective on how the company’s products can solve it. Harvard Business Review #R0903C

Right Game: Use Game Theory to Shape Strategy
Understanding the role of game theory in business can help to shape and focus company strategy. This article presents a framework that draws on the insights of game theory. The framework helps map business stakeholders and other players and understand how they are interrelated. Harvard Business Review #95402
Risky Trust: How Teams Build Trust
In today's environment, examples of work that is both complex and risky abound: delivering a large engineering and construction project, managing the response to a high-impact disaster, and providing medical care in the battlefield are a few examples. The authors define “risky trust” and the particular challenges it poses. Rotman Management Magazine #ROT173

Value-for-Money Strategies for Recessionary Times
In tough economic times, companies must go beyond simple cost-cutting measures and develop expertise in cost innovation. Cost innovation encourages finding ways to spend less and produce the same or to spend the same and produce more. Harvard Business Review #R0903E

SIMULATIONS
Online simulations present real-world management challenges for students and encourage classroom interaction and discussion. Results are available immediately for a comprehensive debrief session. All simulations include a detailed Teaching Note.

NEW! Negotiation Simulation: OPEQ
This simulation immerses students in the complex world of oligopolistic oil pricing. As member nations of “OPEQ,” teams of students must set petroleum production levels with competing countries in order to maximize cumulative profits. The simulation allows students to explore the dynamics of cartels and competition, negotiation, best response, Nash equilibrium, and a variety of other economic principles. The Wharton School of the University of Pennsylvania #WH0002

Pricing Simulation: Universal Rental Car V2
Students assume the role of a regional marketing manager responsible for pricing a fleet of rental cars across 3 cities in Florida. This second release streamlines the information available to students and the debrief tools for faculty. #7005

“The simulation can easily be set to show that being the lowest price can be far less profitable for your company than maintaining a higher price. This comes as a surprise to many business students with little experience in business: they always want to beat the competition.”

—Simulation review from Harvard Business Publishing for Educators web site*

UPDATED Strategy Simulation: Competitive Dynamics and Wintel V2
In the updated version of this simulation, students are exposed to the dynamics of cooperation and competition between 2 different businesses. Playing the role of Microsoft or Intel, students determine product release schedules and pricing, as well as consider whether to coordinate schedules and frequency of releases. Asymmetries in profit potential expose students to the multifaceted problems of cooperating and competing simultaneously. #716801

→ Find more simulations at hbsp.harvard.edu/simulations

→ Find more articles at hbsp.harvard.edu
ONLINE TUTORIALS

Online tutorials allow students to learn basic concepts outside of class, freeing up class time for other learning objectives. Each tutorial requires approximately 2 hours to complete, depending on students’ abilities and backgrounds.

Graph of a Perfectly Competitive Market
This interactive tutorial helps students understand the short- and long-term adjustments in a company and marketplace under the assumption of perfect competition.
Seat Time: 60 minutes  IE Business School #10001E

→ Find more online tutorials at hbsp.harvard.edu/elearning

BOOKS & CHAPTERS

Many academic titles from Harvard Business Review Press are now available as eBooks. Each eBook title is available as a PDF and comes with a full-text Educator Copy available to registered Premium Educators on the HBP for Educators web site.

Free Market Madness: Why Human Nature Is at Odds with Economics—and Why It Matters
The free-market economy is based on the assumption that humans always act in their own self-interest, but frequently that is not what happens. In this book, physician Peter Ubel uses his understanding of psychology and behavior to show that sometimes government must regulate markets for the health and well-being of its citizens.
Available in chapters. Harvard Business Review Press #2609

Managerial Economics: Concepts and Principles
This book covers the core concepts of managerial economics and their application to making business decisions. It begins with an explanation of the relationships among price, quantity, cost, and revenue, and provides a foundation in understanding the economics of organizations.
Only available in chapters. Business Expert Press #BEPO69-BEPO76

Winning in Emerging Markets: A Road Map for Strategy and Execution
In this book, authors Krishna Palepu and Tarun Khanna provide a guide for assessing the potential of and crafting strategies for succeeding in emerging markets. They describe how to spot and then fill institutional voids in developing economies, including product, labor, and capital markets, as well as social and political systems.
Available in chapters. Harvard Business Review Press #13216

→ Find more books and chapters at hbsp.harvard.edu/ebooks
Cases and Articles

Cases

Evive Health and Workplace Influenza
Using big data techniques and insights from behavioral economics, Evive deploys targeted and effective messages that improve individuals’ health behaviors. This case follows Prahsat Srivastava, Evive’s chief operating officer, and Jennifer Lindner, Evive’s creative director, as they design a messaging strategy for promoting influenza vaccination at the free workplace clinics of a large utility company. Harvard Business School #916044

Making stickK Stick—The Business of Behavioral Economics
stickK.com, a web site that uses behavioral economics to help users achieve their goals, must choose between a direct-to-consumer or business-to-business model. The case includes a discussion of how principles of behavioral economics can be used to influence behavior and how an understanding of behavioral economics can inform managerial decisions. Harvard Business School #514019

Articles

The Innovator’s Dilemma: Understanding the Psychology of Adoption
The author shows that, contrary to the view of traditional economics, consumers are not driven purely by rational considerations. Real consumers are emotional, they are lazy (both physically and cognitively), and they are systematically influenced by context in making decisions. Rotman Management Magazine #ROT239

Virgin Atlantic Tested 3 Ways to Change Employee Behavior
An estimated 21 percent of carbon emissions in the U.S. are attributable to companies, and yet there is little research on how to make firm operations more efficient at reducing pollution. However, numbers suggest that getting employees to change their behavior could impact climate change. This article follows a field experiment at Virgin Airways to understand how the behavior of airline captains influences fuel efficiency, and how low-cost company interventions can influence their behavior. Harvard Business Review Web Article #H031GE

What Was the Question?
Behavioral economists know that because people struggle to think about money and risk in a systematic way, they make irrational, counterproductive financial decisions for themselves and their organizations. Harvard Business Review #F1109E

Why the Remain Campaign’s Persuasion Strategy Backfired
Steve Martin, director at Influence at Work in London, and behavioral scientist Joseph Marks spoke with Harvard Business Review about the ways in which the Remain advocates’ message failed to get through. For supporters of Britain staying in the EU, a simple question remains: how did we fail to persuade voters of our position? Harvard Business Review Web Article #H0229V
Why the U.S. Government Is Embracing Behavioral Science
On September 15, 2015, President Obama ordered government agencies to use behavioral science insights to “better serve the American people.” In his executive order, Obama instructed federal agencies to identify policies and operations in which applying findings from behavioral science could improve “public welfare, program outcomes, and program cost effectiveness.” Using insights from behavioral science can have profound benefits across government and business. *Harvard Business Review* Web Article #H02D39

**BOOKS AND CHAPTERS**

Many academic titles from Harvard Business Review Press are now available as eBooks. Each eBook title is available as a PDF and comes with a full-text Educator Copy available to registered Premium Educators on the HBP for Educators web site.

**Bank Tellers, Fighter Pilots, and the Limits of Rationality: The Origins of Behavioral Economics**
In this chapter, physician and behavioral scientist Peter Ubel explores the origins of behavioral economics, which challenges the assumption that humans always act in their own best interest.


**What Makes Your Brain Happy and Why You Should Do the Opposite**
In an excerpt from his book of the same title, the author urges readers to address the problematic tendencies of a happy brain, which include many automatic reactions and biases that do little to spur effective action. Drawing on findings from cognitive science and neuroscience, he presents 15 guidelines that can help us think in more productive ways.

*Rotman School of Management* #ROT225

→ Find more books and chapters at hbsp.harvard.edu/ebooks

**ONLINE COURSES**

Online Courses introduce complex subjects and can be used in advanced undergraduate business courses, as prematriculation requirements for MBAs, or assigned as homework over a semester or year. Online Courses are available as complete courses or in sections.

**Quantitative Methods**
Set at a Hawaiian resort, this course teaches statistics from a management perspective. Students develop statistical models for making better business decisions.

- Complete Course #504702
- Regression Section #6012

“The Quantitative Methods Online Course is a perfect support for teaching Quantitative Analysis.”
—Online Course review from Harvard Business Publishing for Educators web site*
Mathematics for Management
Following the story line of several family-owned businesses, students learn how to apply math concepts to solve problems, analyze data, and predict outcomes.

- Complete Course #3350
- Algebra Section #6004
- Calculus Section #6006
- Statistics Section #6007
- Probability Section #6008
- Finance Section #6009

Spreadsheet Modeling: Excel 2013
This course shows students how to use Microsoft Excel 2013 as both a reporting tool and a modeling tool for solving business problems. It is appropriate for beginning and advanced users of Excel.
Seat Time: 10–20 hours

- Complete Course #9052
- Introductory Section #9053
- Advanced Section #9054

→ Find more online courses at hbsp.harvard.edu/onlinecourses
Case Analysis Coach

IDEAL FOR STUDENTS NEW TO CASE LEARNING

The Case Analysis Coach is a self-paced tutorial that offers a concise introduction to the key concepts required for the analysis of business case studies. Delivered entirely online, the tutorial offers a framework that will prepare students for situations including formal presentations, written reports, “cold calls” during classroom discussion, and final exams.

The tutorial requires students to interpret both qualitative and quantitative data and develop short- and long-term action recommendations. It also includes a Case Analysis Worksheet that students can use repeatedly to analyze actual cases assigned for coursework.

Premium Educators registered at hbsp.harvard.edu can see a Free Trial.
Not registered? APPLY NOW hbsp.harvard.edu
CUSTOMER SERVICE AND TECHNICAL SUPPORT
24 hours a day, 7 days a week

Customer Service:
1-800-545-7685 (+1-617-783-7600 outside the U.S. and Canada)
custserv@hbsp.harvard.edu

Technical Support:
1-800-810-8858 (+1-617-783-7700 outside the U.S. and Canada)
techhelp@hbsp.harvard.edu
ACADEMIC DISCOUNTS FOR STUDENTS

Save your students up to 60% off the price of Harvard Business Publishing course materials by building a coursepack on the Harvard Business Publishing for Educators web site.

→ Build a Coursepack to Provide Discounts

2. Register as a Premium Educator—it’s free.
3. Select course materials and add them to a new coursepack.
4. Activate the coursepack.
5. Provide the unique coursepack URL to students.
6. Students access the URL and automatically save up to 60% off course materials.

Annual contracts for academic institutions, which provide additional discounts on course materials, are also available.