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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

Best Buy’s Turn-Around Strategy (2013)
CEO Hubert Joly must devise a turnaround strategy that will enable Best Buy to survive in an increasingly competitive consumer electronics market. Critics are doubtful that Joly can save the company, which seems intent on following Circuit City down the fast track to bankruptcy. TN McGraw-Hill #MH0023

Charles Chocolates (A)
A new president has been hired to rapidly grow Charles Chocolates, a high-end chocolate producer and retailer in Portland, Maine. This case presents a comprehensive and cross-enterprise view of firm strategy. TN Ivey Publishing #W13356

Decision Making at the Top: The All-Star Sports eBusiness Division
This case describes a senior management team’s strategic decision-making process. Students will learn how general managers can design and shape decision-making processes and how these processes affect the quality of the choice and implementation. Harvard Business School #314010

Fei Cheng Wu Rao
As Fei Cheng Wu Rao, China’s most popular entertainment program, enters its fourth year, company leaders grapple with questions of how to keep the show fresh and reach new markets. In particular, the show is poised to expand to Africa, yet there are significant questions about how to tailor the program to new cultural contexts. Harvard Business School #414056

Governance and Sustainability at Nike (A)
In 2012, 2 members of Nike’s executive team must decide what sustainability targets to propose to the CEO and the board of directors’ corporate responsibility committee. The case outlines Nike’s approach to environmental and social concerns from its origins in the 1990s through the development of a sustainable business and innovation strategy in 2009. Harvard Business School #313146

Harold Mills at ZeroChaos (A)
After leading a management buyout, Harold Mills transformed ZeroChaos into a global staffing enterprise. Poised to raise additional capital to fund the company’s next phase of growth, he was confronting the liquidity demands of his early-stage investors—and relationships were becoming strained. Harvard Business School #314043

Kvadrat: Leading for Innovation
Anders Byriel, CEO of the family-owned Danish textiles company Kvadrat, considers the firm’s strategic plan. Kvadrat’s management team is promoting a range of initiatives, from new HR practices and a new organizational design to expansion into Asia and the development of a retail sales operation. Is such an extensive agenda feasible? Harvard Business School #413120
The Obamacare Website
In October 2013, the U.S. Health and Human Services secretary must make decisions about the web site HealthCare.gov, which is late and over budget. Forced to roll out before it is ready because of political considerations, the web site crashes, causing anger and frustration for users unable to sign on or get information.  

Ivey Publishing #W14026

The Perils and Pitfalls of Leading Change: A Young Manager’s Turnaround Journey
A young manager for Brazilian fashion chain Clothes & Accessories is tested early in his tenure. Recognizing that his store is in trouble, manager Daniel Oliveira tries to make the necessary changes—only to encounter resistance from long-term employees.

Kellogg School of Management #KEL768

Samsung Electronics: Managing Innovations in an Economic Downturn
Samsung Electronics’ ambition to become a premium lifestyle brand through its range of smartphones offers insights into the concept of dynamic capabilities. Growth sustainability has become a central question in its strategic management.

University of Hong Kong #HK1007

Southwest Airlines
After more than 40 years, Southwest Airlines faced major challenges. Carriers had become more efficient, megamergers were shaking up the industry, and companies such as JetBlue were pressuring Southwest's low-fare advantage. Also, the company needed to integrate AirTran’s 8,000 employees and control rising costs.

Thunderbird School of Global Management #TB0333

Tencent’s Business Model
In less than 20 years, Tencent grew from a handful of tech-oriented entrepreneurs to a Hong Kong Stock Exchange-listed company of over 20,000 employees. Its development model was tested when it launched an e-commerce business in 2006.

University of Hong Kong #HK1003

WestJet Airlines: Information Technology Governance and Corporate Strategy
A WestJet Airlines executive must convince senior management and the IT group that implementing a new IT governance model is essential if the company hopes to achieve its strategic goals.

Ivey Publishing #W13308

Popular Cases

GE's Imagination Breakthroughs: The Evo Project
In 2003, CEO Jeff Immelt challenged leaders at GE to come up with “Imagination Breakthroughs,” innovative new projects to fuel GE’s organic growth initiative. This case follows GE Transportation as it launches a series of groundbreaking, green products—from the Evolution Locomotive to the Hybrid Locomotive.

Harvard Business School #907048

Global Wine War 2009: New World versus Old
The case contrasts the tradition-bound Old World wine industry with the market-oriented New World producers in the battle for the U.S. market, the most desirable export target in 2009 due to its large, fast-growing, high-priced market segments.

Harvard Business School #910405

“This case provides insight into the realities of international markets and trade. Students gain an understanding as to the challenges incumbents face when international competitors arrive.” —Review on the HBP for Educators web site*
Metro Cash & Carry
This case analyzes the globalization of Metro Cash & Carry, a German wholesaler, which has flourished in many foreign markets but struggled to gain traction in India. It considers Metro’s experience in Russia and China and focuses on institutional obstacles that multinationals face in emerging markets. **Harvard Business School #707505**

Pandora Radio: Fire Unprofitable Customers?
Pandora Radio is at a crossroads. A well-known VC has advised getting rid of unprofitable customers, but founder Tim Westergren is not sure that such action is consistent with the company’s business model. Can the Pandora model work when a significant percentage of its users cause it to lose money? **Harvard Business School #610077**

P&G Japan: The SK-II Globalization Project
The new P&G CEO introduces an enterprise-wide reorganization that places strategic emphasis on product innovation instead of geographic expansion. The resulting shift in power from local subsidiary to global business management affects Paolo de Cesare as he takes over P&G Beauty Care in Japan. **Spreadsheet supplement available. Harvard Business School #303003**

“*This case is so much fun to teach. I have used it four times now and it never gets old.*”
—Review on the HBP for Educators web site.*

Silvio Napoli at Schindler India (A)
A young Italian MBA working for a Swiss multinational is sent to India to establish a subsidiary and implement the strategy he prepared at headquarters. This case focuses on 3 core strategic decisions he must make as his plan is challenged by the local Indian management team and Schindler’s European suppliers. **Spreadsheet and video supplements available. Harvard Business School #303086**

Zappos.com: Developing a Supply Chain to Deliver WOW!
In less than 10 years, Zappos had become the world’s largest online retailer of shoes, with approximately $1 billion in annual gross sales. At the dawn of the 2008 economic recession, amid questions about new product lines and scalability, the company considered how to position itself for the future. **Stanford University #GS65**

→ 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 now available for select Brief Cases to aid in student preparation.

Applied Research Technologies, Inc.: Global Innovation’s Challenges
A unit manager at a diversified technology company must decide whether to request $2 million in project funding from the division VP. Meanwhile, the VP must decide whether to shut down the unit. **#4168**

Calveta Dining Services, Inc.: A Recipe for Growth
The company founder’s son has a directive from his father to double revenue within 5 years—but he must also maintain Calveta’s distinctive pro-employee culture. **#4261**
Clayton Industries, Inc.: Peter Arnell, Country Manager for Italy
The country manager of a U.S.-based HVAC company must solve a range of problems that go against the firm’s strategic plans. Constraints include a depressed economy, difficult union relations, rising materials prices, and intense competition.

TN Student and instructor spreadsheets available. #4199

A Day in the Life of Alex Sandler: Driving in the Fast Lane at Landon Care Products
A new product manager at a cosmetics firm has drive and talent but also an intolerant style that alienates fellow employees. A supervisor hopes a 360° performance review can help.

TN #2177

“This case is excellent for exploring gender assumptions, in addition to talking about working with and supervising a headstrong, egocentric employee. The in-class revelation always produces interesting reactions.” —Review on the HBP for Educators web site*

Evergreen Natural Markets 2012
Kathleen Norton, the CEO of a successful food retailer with a track record of growth through local acquisition, has her leadership skills tested when her company purchases 7 stores outside of the home base.

TN #4450

Sugar Bowl
Shelby Givens, the Westlake Lanes general manager, has successfully transformed her family-owned bowling alley into an urban lounge called Sugar Bowl. When investors offer to buy the business, Givens must evaluate whether she should accept the offer or retain involvement in the venture she worked so hard to create.

TN Student and instructor spreadsheets available. #913537

Westlake Lanes: How Can This Business Be Saved?
A general manager tries to improve a failing business that is owned and operated by her family. She uses her recent MBA training to devise a short-term turnaround strategy while also proposing a longer-term transformation plan to the board.

TN Student and instructor spreadsheets available. #4431

“I would recommend this case to anyone that is teaching an undergraduate course. Had positive reviews from students and judges at our case competition.” —Review on the HBP for Educators web site*

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Multimedia Cases
Now available online, multimedia cases put students in the center of business dilemmas by bringing concepts to life with animated charts, audio, and video segments. Premium Educators can see a Free Trial of each case online.

GE’s Two-Decade Transformation: Jack Welch’s Leadership
After briefly describing GE’s heritage and Welch’s transformation of the company’s business portfolio of the 1980s, the case chronicles Welch’s revitalization initiatives through the late 1980s and 1990s. It focuses on 6 of Welch’s major change programs. #301040
Leaders Who Make a Difference: Joel Klein’s Transformation of NYC’s DOE, Day 1
Joel Klein takes over the New York City public schools as chancellor. On his first day at the job, he begins to reform the nation’s largest school system by depoliticizing it, rationalizing its management, and confronting the union in an effort to put the focus on student needs and not the system. Instructor version available online. TN #311705

Leaders Who Make a Difference: Sam Palmisano’s Smarter IBM: Day 1
Sam Palmisano explains the moves he made to transform IBM into a faster-growing, more profitable company focused on IT solutions to the problems of companies, cities, and nations. Instructor version available online. TN #311705

Leadership, Culture, and Transitions at lululemon
This multimedia case highlights the fundamental tensions that entrepreneurial companies and their leaders face when going to scale: balancing rapid growth with the need to leverage their organizational architecture and culture as the firm evolves. TN #410705

“Students truly enjoyed this case. It covers more than change. We used it to discuss organizational and leadership characteristics and strategy. The videos were well done and highly engaging.” —Review on the HBP for Educators web site*

Paul Levy: Taking Charge of the Beth Israel Deaconess Medical Center
In 2002, Paul Levy became CEO of the struggling Beth Israel Deaconess Medical Center. This case presents users with an unvarnished view of the details of day-to-day general management through the eyes of Levy. TN #303058

Terror at Taj Bombay: Customer-Centric Leadership
On November 26, 2008, terrorists launch a series of attacks in Mumbai, India, including an attack at the Taj Mahal Palace and Tower. Following the crisis, the staff at the Taj receive praise for their selfless actions in placing the safety of the guests ahead of their own. TN #511703

→ Find more multimedia cases at hbsp.harvard.edu/list/elearning

ARTICLES

Articles from Harvard Business Review and other renowned journals provide up-to-the-minute ideas from the best business thinkers.

New Articles

Blue Ocean Leadership
In this article, the authors behind Blue Ocean Strategy apply their concepts to closing the gap between employee potential and employee performance. Kim and Mauborge outline a systematic approach to releasing employees’ untapped talent and energy and implementing such practices throughout an organization. Harvard Business Review #R1405C

Competing in the Age of Omnichannel Retailing
The retail industry is evolving toward a seamless “omnichannel” experience, where the distinctions between physical and online retailing become blurred. In this new environment, retailers and their supply-chain partners will need to rethink their competitive strategies. MIT Sloan Management Review #SMR454
Connect, Then Lead
Machiavelli said, “It is much safer to be feared than loved,” but a growing body of research suggests that warmth is the first conduit of influence: it facilitates trust and the communication and absorption of ideas. Harvard Business Review #R1307C

Ferguson's Formula
In 26 seasons under manager Alex Ferguson, the English football team Manchester United won 38 domestic and international trophies. The approach that brought Ferguson’s team such success is applicable to business and to life. Harvard Business Review #R1310G

Find the Coaching in Criticism
Criticism is never easy to take, but learning to find value in it is essential to a manager’s success. This article outlines 6 steps that can help leaders turn feedback from a source of stress to a valuable, unthreatening tool. Harvard Business Review #R1401K

The Focused Leader
If leaders are to direct the attention of their employees toward strategy and innovation, they must first learn to focus their own. This article explains how leaders must focus their attention in 3 broad ways: on themselves, on others, and on the wider world. Harvard Business Review #R1312B

How Google Sold Its Engineers on Management
Google's people analytics team used data collection and rigorous analysis to persuade its skeptical knowledge workers of the value of managers. The process also allowed Google to uncover deeper insights into effective management techniques. Harvard Business Review #R1312D

Keep Up with Your Quants
Analytics are a competitive necessity nowadays, but hiring “quants” who can manipulate big data successfully is not enough. In this article, author Tom Davenport explains how managers can become intelligent consumers of analytics in order to make effective data-driven decisions for their organizations. Harvard Business Review #R1307L

Leadership Lessons from the Chilean Mine Rescue
A cave-in at a Chilean mine trapped 33 men under tons of rock, but despite grim chances, all of the miners were hoisted to safety 69 days later. This story illustrates how to lead in situations where the stakes, risk, and uncertainty are incredibly high and time pressure is intense. Harvard Business Review #R1307K

Make Time for the Work That Matters
Research shows that knowledge workers spend an average of 41% of their time on activities that could be handled by others. This article outlines a process to help smart workers increase productivity by delegating tasks—or eliminating them altogether. Harvard Business Review #R1309K

The Strategy That Will Fix Health Care
Authors Michael Porter and Thomas Lee argue that a fundamentally new strategy is needed to address the problems of rising costs and unsatisfactory quality of health care around the world. At the core of this new strategy must be a shift in focus from a supply-driven system toward a patient-centered system organized around maximizing value for patients. Harvard Business Review #R1310B
Women Rising: The Unseen Barriers
Research shows that the subtle, “second-generation” gender bias still present in organizations and in society disrupts the learning cycle at the heart of becoming a leader. Being able to recognize those biases is the first step toward allowing would-be female leaders to focus more on leadership purpose and less on how they are perceived. 
*Harvard Business Review #R1309C*

Popular Articles

**Innovation Value Chain**
This article argues that innovation should be viewed as a value chain comprising 3 phases: idea generation, conversion, and diffusion. Those companies that successfully tailor their innovation practices to their overall needs can unleash a stream of profitable products, services, and businesses. *Harvard Business Review #R0706J*

**Meeting the Challenge of Disruptive Change**
Established companies do not often innovate successfully, in part because they tend to pursue new ventures and ideas within their existing organizational structures. In this article, authors Clayton M. Christensen and Michael Overdorf suggest ways that large companies can capitalize on opportunities that would not normally fit in with their processes or values. *Harvard Business Review #R00202*

**Primal Leadership: The Hidden Driver of Great Performance**
Research has previously shown that emotional intelligence improves performance, often by an order of magnitude. Now new research reveals that a leader’s mood plays a key role in that dynamic—a discovery that should redefine what leaders do first and best. *Harvard Business Review #R0111C*

**The Real Leadership Lessons of Steve Jobs**
The real lessons from Steve Jobs come from what he actually accomplished. He built the world’s most valuable company and helped transform entire industries, from personal computing and animated movies to music, phones, tablet computing, retail stores, and digital publishing. In this essay, Jobs biographer Walter Isaacson describes the 14 imperatives behind Jobs’ approach. *Harvard Business Review #R1204F*

**Storytelling That Moves People**
When executives need to persuade an audience, most try to build a case with facts, statistics, and quotes from authorities. Robert McKee, the world’s best-known screenwriting lecturer, argues for executives to instead toss out their PowerPoint slides and learn to tell good stories. *Harvard Business Review #R0306B*

**What You Don’t Know About Making Decisions**
Most leaders go about the decision-making process in the wrong way, taking an “advocacy” approach rather than one based on open discussion and “inquiry.” This article explores the benefits of inquiry and how managers can master the approach by fostering constructive conflict, true consideration, and timely closure. *Harvard Business Review #R0108G*

> “Wonderful article. Breaks the traditional barrier of shoot-from-the-hip decision-making and moves one toward a system of rational and well-structured decisions. A must for anyone in business or desiring to move into management.”
> —Review on the HBP for Educators web site*

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Books

**Boards That Lead: When to Take Charge, When to Partner, and When to Stay Out of the Way**
Increased board engagement brings advantages, as well as problems. The authors advocate a new governance model and reveal the emerging practices that are defining shared leadership of directors and executives. 
*Available as an eBook. Harvard Business Review Press #10817*

**The Good Struggle: Responsible Leadership in an Unforgiving World**
This book offers valuable, practical answers to the question of how to lead responsibly in our uncertain and high-pressure world. Author Joseph Badaracco examines the need for leaders to create “the good struggle” in order to meet their goals at work and in life.
*Available as an eBook. Harvard Business Review Press #11540*

**How I Did It: Lessons from the Front Lines of Business**
Drawn from one of the most popular columns in *Harvard Business Review*, these essays offer firsthand accounts of difficult management challenges faced by leaders from firms such as Google, IMAX, Prada, DuPont, and Encyclopaedia Britannica.
*Available as an eBook. Harvard Business Review Press #16997*

**The Innovator’s Dilemma: When New Technologies Cause Great Firms to Fail**
In Clayton M. Christensen’s best-selling classic, students learn how successful, established companies miss out on new waves of innovation unless their managers know how to abandon traditional business practices. One of the most influential business books of all time, *The Innovator’s Dilemma* outlines a set of rules for disruptive innovation.
*Available as an eBook. Harvard Business Review Press #11961*

**Keeping Up with the Quants: Your Guide to Understanding and Using Analytics**
This book helps leaders develop the analytical skills they need to summarize data, find meaning in it, and extract its value.
*Available as an eBook. Harvard Business Review Press #11777*

**Leading Change**
*With a New Preface by the Author*
Named 1 of the 25 most influential business management books by TIME.com, John Kotter’s seminal work on leading transformational change serves as both a visionary guide and a practical toolkit on how to approach leading change in any organization.
*Available as an eBook. Harvard Business Review Press #11116*

**Power Cues: The Subtle Science of Leading Groups, Persuading Others, and Maximizing Your Personal Impact**
This book provides a clear, useful framework of 7 “power cues” that are essential for any leader. From the art of gestures to vocal tones to measuring nonverbal signs of confidence, this book illustrates how to use these cues to connect, communicate, and command influence.
*Available as an eBook. Harvard Business Review Press #11710*
Primal Leadership: Unleashing the Power of Emotional Intelligence
With a New Preface by the Author
In an era of increasing economic and technological complexity, there is a growing need for leadership that is self-aware, empathic, motivating, and collaborative. This is the book that established “emotional intelligence” in the business lexicon—and made it a necessary skill for leaders. Available as an eBook. Harvard Business Review Press #16558

Chapters

Collaborative Intelligence: 1: Teams That Work and Those That Don’t
Drawing from team-based simulations that set defense and intelligence professionals against each other in mock terrorist attacks, the author outlines 4 primary reasons for the relative success or failure of different types of teams.
From Collaborative Intelligence: Using Teams to Solve Hard Problems. Berrett-Koehler Publishers #BK0009

The Corporate Lattice: The Three Lattice Ways—to Build Careers, to Work, and to Participate
In the business world, the hierarchical corporate ladder is giving way to a multidimensional corporate lattice. In this chapter, the authors explore the possibilities this model presents and apply the model to real companies and their practices.
From The Corporate Lattice: Achieving High Performance in the Changing World of Work #7008BC

Don’t Blink: How to Overcome Your Fear of Change and Make Crucial Decisions with Confidence
Leaders must be prepared to face uncertain, high-stress situations and move forward with confidence. This chapter profiles high achievers who did not “blink,” or hesitate, in the face of important decisions and shows how others can learn the same behaviors.
From Flying Without a Net: Turn Fear of Change into Fuel for Success #8534BC

Learning How to Realize Potential: How Great Leaders Tap into the Innately Human Need to Achieve
Leaders must create a context in which the people they lead strive to realize their own inner potential. Using the story of Schering-Plough CEO Fred Hassan as a springboard, author Justin Menkes presents several “catalysts” that great leaders use to unleash people’s innate thirst for achievement.
From Better Under Pressure: How Great Leaders Bring Out the Best in Themselves and Others #8544BC

Why the Groundswell—and Why Now?: Social Technologies—A Call to Action for Your Business
The social media phenomenon—the “groundswell”—has created a permanent shift in the way the world works. This chapter provides a brief history of the groundswell and shows how it can threaten your company and your brand.
From Groundswell: Winning in a World Transformed by Social Technologies #8338BC

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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.

**Change Management: Power and Influence V2**
In the second release of this single-player simulation, students face the challenge of implementing an enterprise-wide, strategic change initiative. To understand how power and influence affect the ability to bring change to an organization, students take the role of a middle manager or the CEO at a manufacturing firm considering adopting a sustainability program. Students choose among up to 18 change levers as they attempt to move members of the organization from awareness to adoption. **Seat Time: 90 minutes**

“This simulation was a very useful exercise to not only try out different types of influence ‘levers,’ but also to explore how to effectively time and sequence those efforts as well—all in the context of a major organizational change initiative.”
—Review on the HBP for Educators web site*

**Leadership and Team Simulation: Everest V2**
Winner of the 16th Annual MITX Interactive Award in eLearning. In the second release of this best-selling simulation, students learn group dynamics and leadership through the dramatic setting of a Mount Everest expedition. Students are assigned 1 of 5 roles on a team of hikers; as they attempt a climb to the summit, they must reach individual goals while also sharing information to maximize group achievement. **Seat Time: 120 minutes**

“Excellent tool to observe the leadership and team work in action. Participants get really involved in the simulation and they behave like in a real life experience.”
—Review on the HBP for Educators web site*

**Project Management Simulation: Scope, Resources, Schedule V2**
In this single-player simulation, students manage a project team responsible for delivering a competitive product at a small electronics and computer peripherals manufacturer. Students must staff the project team, manage team process, and execute a project plan. The second release of this simulation adds a new scenario with multiple unanticipated events and the ability to add prototypes to the project plan. **Seat Time: 90 minutes**

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**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.

**Management Communication Online Course**
This Online Course covers 3 key topics in business communications: planning, writing, and presenting. It follows 2 managers as they face various communication challenges on the job. The course includes more than 30 expert videos, 50 interactive exercises, writing and audio examples, checklists, and templates, and each section concludes with an exam. **Available as a complete course or in sections.**
Spreadsheet Modeling Online Course: Excel 2013
This updated 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 experienced users of Excel. The course takes place at a fictional French bakery, and students use the features and functions of Excel to study product costs, determine pricing, and track weekly payroll. Also available: Spreadsheet Modeling: Excel 2007. [TN]

NEW! CASE STARTUP KIT
The Case Startup Kit recommends cases ideal for teaching as a “first case” for aspiring case teachers, with cases selected for their brevity, ease of use, and teachability. Each case comes with a Teaching Note. Cases for General Management include:

- Applied Research Technologies, Inc.: Global Innovation's Challenges #4168
- Calveta Dining Services, Inc.: A Recipe for Growth? #4261
- Clayton Industries, Inc.: Peter Arnell, Country Manager for Italy #4199
- A Day in the Life of Alex Sander: Driving in the Fast Lane at Landon Care Products #2177
- Demand and Supply Forecasting at Air Products—Electronics Specialty Materials #107018
- Forecasting the Adoption of E-Books #505063

[COURSE MODULES]
Course Modules offer a road map to the best teaching materials, with recommendations on how to organize them. Each module suggests 4 to 6 items plus alternate suggestions. Popular modules in General Management include:

- Great Business Leaders: The Importance of Contextual Intelligence

[Find more Online Courses at hbsp.harvard.edu/list/online-courses]
[Find more Case Startup Kit cases at hbsp.harvard.edu/list/casestartupgm]
[Find more Course Modules at hbsp.harvard.edu/list/course-module]
Delivered entirely online, Harvard ManageMentor is the leading business reference from business experts, featuring 44 self-paced modules that address the full spectrum of management issues. Modules in General Management include:

- Business Case Development #9002
- Change Management #9006
- Crisis Management #9009
- Decision Making #9011
- Delegating #9012
- Goal Setting #9022
- Managing Upward #9028
- Meeting Management #9030
- New Manager Transitions #9033
- Presentation Skills #9037
- Time Management #9049
- Writing Skills #9051

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Textbook Case Maps match cases to the leading business textbooks on a chapter-by-chapter basis. Maps are prepared by experienced editors at Harvard Business Publishing and suggest several cases for each chapter.

- Bateman & Snell: Management (McGraw-Hill)
- Certo: Modern Management (Prentice Hall)
- Gomez-Mejia, Balkin & Cardy: Management (McGraw-Hill)
- Robbins & Coulter: Management (Prentice Hall)

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Video Shorts

These free, short videos are all under 10 minutes long and illustrate a case’s central learning objective. The streaming video is available to registered Premium Educators at hbsp.harvard.edu. Cases with Video Shorts include:

- Allianz (A1): An Insurer Acquiring a Bank? #305013
- Children’s Hospital and Clinics (A) #302050
- General Electric’s 20th Century CEOs #406118
- HCL Technologies (A) #408004
- Merloni Elettrodomestici: The New Century Begins #303062

→ Find more Video Shorts at hbsp.harvard.edu/list/video-shorts
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.

Seat Time:
30–120 minutes (depending on the depth of analysis desired)

#4380

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