

BRAND NEW

Qualitative Business Case Studies for MyLab courses!

These *100 case studies*, available in the MyLab Assignment Manager, help students engage with current events and news stories and work through scenarios using critical thinking skills.

Available Case Studies by Discipline

BUSINESS COMMUNICATION CASES	KEY CONCEPTS
Netflix: Streaming Pioneer Navigates Choppy Waters	subscription model, streaming industry, market share, business model
Annual Conference Adds Mobile App Platform	email, email format, routine messages, social media, digital media messages, revising content, editing content for clarity
No Pain, No Gain: The Body Shop Expansion Project	professional communication, career, teamwork, relationships, interpersonal communication, interpersonal conflict, team skills, team development, team dynamics, team meetings, meeting agendas, effective meetings, virtual meetings
Baby Formula Shortage: Abbott CEO Apologizes	leadership, apology, CEO, baby formula
Angry CEO: Don't SEND, Take a Beat	leadership, CEO, anger, email
BUSINESS LAW CASES	KEY CONCEPTS
Theranos and Nikola Motors: Consequences of Fraud	business crime, cybercrime, criminal law
The Use of Mandatory Alternative Dispute Resolution Clauses in Employment Contracts	alternative dispute resolution, negotiation, arbitration, mediation
Product Liability: Defective Products, Harm Caused to Consumers, and Legal Consequences	product liability, strict liability, product defects
Epic Games and E-Commerce Regulations	e-commerce liability, third-party sellers, online shopping, state-specific product liability statutes, federal regulations, federal trade commission
Southwest Airlines and Breach of Contract Remedies	contracts, breach of contract, remedies, force majeure, material breach, compensatory damages, federal regulations
Baseball Rule: Duty of Care and Major League Baseball	Negligence, unintentional tort, duty of care, injury, foreseeable consequence, obligation, plaintiff, defendant.
Liability Shield: How the Government and Businesses Navigate Liability During Unprecedented Crisis	enumerated powers, reserved powers, federalism, liability, Supremacy Clause, negligence, margin, COVID-19.
SCOTUS Arbitration Ruling: Court Jurisdiction and Federal Agencies	Supreme Court, Constitution, Article 3, National Labor Relations Board, collective bargaining, arbitration, jurisdiction.
Led Zeppelin and Copyright Law	copyright, copyright infringement, infringement, tangible writing, artistic material, author, copyright period, Fair Use Doctrine, damages, injunction
Legalization of Marijuana	Supremacy Clause, Commerce Clause, Constitution, exclusive jurisdiction, preemption doctrine, enumerated powers
The Hospital Parking Garage	Statute of Frauds, real property, agreement, valid agreement, void agreement, voidable agreement, unenforceable agreement
Sunday Blue Laws	contracts contrary to law, lawful contracts, illegal contracts, public policy
Unilateral Mistake	unilateral mistake, mutual mistake of value, mutual mistake of fact, unconscionable, rescind, gross negligence

CONSUMER BEHAVIOR CASES	KEY CONCEPTS
CB case study title to come	culture, social power
CB case study title to come	decision-making, consumer hyperchoice
CB case study title to come	culture, cultural dimensions, adoption
Connecting with the Next Generation NBA Fan: How the NBA is Digitizing Fan Experiences	sports marketing, millennials, Gen Z, segmentation, target market, social currency, social influence, brand equity, word of mouth
Volvo: Using Motivation to Make Luxury a Necessity	motivation, Maslow, brand personality, self-image, utilitarian need, hedonic want, conflict, self-concept, hierarchy of need
Jeep: Badge of Honor Community	decision making, promotion motivation, prevention motivation, brand persona, digital badges, brand community, consideration set, evoked set, category exemplars
Black & Decker: Betting on Premium-Priced Electric Lawn Equipment to Help Save the Planet	conscientious consumerism, triple-bottom-line, sustainability, green marketing, greenwashing, discretionary income, status symbol, green premium, status signaling, conspicuous consumption
SheaMoisture's Journey to the Mainstream: Breaking the Beauty Barrier in Retail	attitude formation, cultural attitude, public relations, self-concept
ENTREPRENEURSHIP CASES	KEY CONCEPTS
High Country Tires: Building a Cash Budget	cash flow, cash budget, cash management
High Country Tires: Financial Analysis	financial analysis, ratio analysis, financial ratios, financial statements
Innovation and the Entrepreneur: It's Not About the Grade	entrepreneurship, innovation, identifying a need, solution, determination, product development
Finding Space for Floortastic Kids Cushions	creativity, innovation, social capital, networking
Kyle's Katering: Becoming and Entrepreneur	becoming an entrepreneur, entrepreneur characteristics, costs and benefits of entrepreneurship
Questionable Sales Strategies	ethics, ethical lapses, Code of Ethics
HR MANAGEMENT CASES	KEY CONCEPTS
Compensation Matters at Appalachian Area Regional Clinic	compensation plan, job description, job structure, competitive pay policies
Why Wasn't I Promoted?	performance management, performance metrics, performance appraisal, feedback
Employment at Will: Calling Elon Musk	retention, selection, termination, employment-at-will
Performance Appraisals Amongst the Angels and Bulls	bias, halo/horn, performance appraisal, performance management, human resources
Recruiting at Facebook: Colorful or Smoke and Mirrors?	discrimination, recruitment, inclusion, diversity, women, Facebook, social media
Pre-Employment Testing: The Energy Sector	discrimination, recruitment, employment, testing
Typhoon Games Is a Dangerous Climate for Women	gaming company, video games, female leader, discrimination, sexual harassment
Insurance for You Needs Future Leaders and Salespeople	training, sales, insurance, career development
Should Amped Communications Hire Remote Workers?	remote workers, telecommuting, recruitment, structured interviews, employee orientation, employee onboarding
Telecommuting at Fortune Financial Services	remote work, flexible work, benefits, performance review
Diversity at D. O'Brien Manufacturing	diversity, recruitment, culture
Diversity, Fidelity, and Fidelity	gender, demographics, equity, inclusion, investments, gender balance, diversity

INTERNATIONAL BUSINESS CASES	KEY CONCEPTS
Token Sourcing: Developing Cross-Cultural Literacy	ethnocentricity, global mindset, cross-cultural literacy, national culture, subculture, physical environment, power distance, individualism, uncertainty avoidance, Hofstede framework
Custom Apparel Goes International	global marketing campaign, marketing communications, marketing mix, promotional campaign, cultural differences, cross-cultural literacy, product adaptation, pricing, distribution channels
Microfinance and Kiva	microfinance, nonprofit, underbanked, financial inclusion, emerging market, developing country, entrepreneurs, small business financing, crowdfunding, international capital market, currency exchange-rate risk
Allbirds and Sustainability	corporate social responsibility, sustainability, stakeholder theory, stakeholders, B-Corporation, carbon footprint, circular economy
Fashion Forwarder: Hawthorn International	core competency, international strategy, global strategy, growth strategy, low-cost leadership strategy, small-scale production, on-demand manufacturer, customs union
Steven's Initiation: Communicating Across Cultures	Cross-cultural Communication, Uncertainty Avoidance, Power Distance, Meetings
Coffee No More: Ethical Considerations When Expanding to Foreign Markets	Ethics, Legal Environment, Child Labor, Bribery
Wiiings: Examining the Worldwide Rise of Red Bull	International Marketing, Standardization, Adaptation, Branding
Social in South Korea	South Korea, social media, Facebook, KakaoTalk, technology in globalization
Electric in India	corporate social responsibility (CSR), sustainability, India, electric vehicles
Airline and Entry	foreign markets, airline, airline industry, Hofstede, cultural dimensions
Angels in Africa	angel investing, crowdfunding, SME (small and medium-size enterprises), social venture capital
Spreading the Word	social networking, micro-influencers, influencers, brand, digital media
Emergence of Robotics: China	robotics, industrial robots, service robots, industrial development, automation, Chinese industry
INTRODUCTION TO BUSINESS CASES	KEY CONCEPTS
Hey Siri... Is Artificial Intelligence Ethical?	artificial intelligence, data privacy, human dignity, unemployment rate, universal income, machine learning, automation, efficiency
Motivating and Managing Remote Employees: Carla's Story	remote work, motivation, leadership, self-determination theory, management, organizational structure, technology
Woman-Owned Business Access to Venture Capital: Allison's Story	capital, banking, diversity, equity and inclusion, entrepreneurship, financing
Inflation Controls: Collateral Damage or Scorched Earth?	inflation, recession, monetary policy, interest rates, federal reserve system, economy, mortgage rates, credit cards
Corporate Social Responsibility: One Sock at a Time	CSR, corporate social responsibility, sustainability, one for one
Running Through a Pandemic	running, shoes, gross profit, rent, customer base, business model, group coaching, nonprofits, passion, personal service, shopping experience, customer-focused, core values, economic shutdown, loyalty, charity

Driving Success While Grooming Your Exit	profit margins, production, trade shows, subcontractor, noncompete clause, capacity, marketing, mobile pet grooming, Great Recession, exit strategy, private equity partners, leasing, limited liability company, credit history, supply chain
Gender, STEM, and Equity	gender, demographics, equity, inclusion, leadership, gender balance, technology
Performance Management: It's Not Just About the Ratings	performance management, leadership, culture, performance expectations, turnover
INTRODUCTION TO SELLING CASES	KEY CONCEPTS
Positive Selling by Overcoming Customer Complaints	buyer behavior, product complaint, service complaint
Selling Ethics in Financial Services	ethics, ethical decision-making, legal issues
Selling the Supply Chain	product concern, relationship partnership, communication
MANAGEMENT CASES	KEY CONCEPTS
Shhh! I'm Quietly Quitting	motivation, attitudes, engagement
#StayStrong: Motivation and Burnout in the Healthcare Industry	burnout, motivation, teams
It's a Top-Down Initiative: Diversity, Equity and Inclusion at General Motors	leadership, equity, inclusion, diversity, women, automotive
Following Apple's Lead on Inclusion and Diversity	inclusion, teams, equity, diversity
Ruffled Feathers: How Bird Botched a Mass Layoff Communication to Employees	Organizational communication, oral communication, formal communication, downward communication, communication networks, grapevine, sender, feedback, social media
Working from Home: How Employers Can Motivate Employees by Offering the Option to Work from Home	telecommuting, remote work, flextime, autonomy, distributive work (not in book, but in video), motivation
Taco Truck Fever: Changes in Organizational Structure that Occur During Different Stages of Restaurant Expansion	Organizational chart, organizational structure, organizational design, team structure, matrix structure
Games 4 Fun Needs More Membership Sales	sales, customer service, performance, motivation, video games, training
Motivation Through Dancing Leadership	leadership, motivation, follower, employees, followership, behavior, in-group
Trouble in the Air: Boeing's Decision-Making Failures	Decision making process; rational decision making; bounded rationality; structured problems; programmed decisions; unstructured problems; nonprogrammed decisions; overconfidence bias; immediate gratification bias; hindsight bias; confirmation bias; Boeing; Federal Aviation Administration
Constraints and Challenges: How Company Responses to the Black Lives Matter Movement Influenced Corporate Culture	external environment, external uncertainty, sociocultural, organizational culture, internal factors, external factors, Black Lives Matter, Airbnb, Netflix, Estee Lauder, PepsiCo, systemic racism, social justice, racial inequality, diversity, equity, inclusion, DE&I
Cross-Cultural Negotiation Clash	collectivistic, individualistic, power distance, long-term orientation, negotiation
The Changing Workplace: NASDAQ's New Board Diversity Rules	workplace diversity, people management, organizational performance, strategic, gender, race and ethnicity, LGBTQ+, NASDAQ, Women on Boards Act

MARKETING CASES	KEY CONCEPTS
Simon Says: Should a Mall Landlord Also Own Its Tenants?	retailing, omnichannel marketing, specialty store, place decision, shopping center
Peloton: Riding the Ups and Downs of the Marketing Environment	marketing environment, microenvironment, macroenvironment, public, technological environment, political environment, cultural environment
Red Bull Changed the Game: How an Unconventional Promotional Strategy Created a New Beverage Category	Integrated marketing communications, promotional mix, advertising, content marketing, event marketing, guerilla marketing
Zip Line: Solving the World's Delivery Problems by Simplifying High-Tech	Marketing channels, value delivery network, marketing intermediaries, roles and functions of channel members, disintermediation, channel objectives, marketing logistics, supply chain management, distribution centers, logistics partnerships
Electric Vehicles: The Challenges of Introducing and Managing Revolutionary New Products	New product introduction, new product development, product life-cycle management, marketing strategy-development, dissemination of innovations.
Thinking Small for Big Results: Lululemon & Microinfluencers	social influence, influencers, micro-influencers, microculture, opinion leaders, brand relationships
Fenty Beauty: Democratizing Beauty	total market strategy, differentiation, positioning
Schlotsky's: Embracing the New Normal with Curbside Pick-Up and Digitization	brand, marketing, digitization, CSR, franchise, differentiate, competitive advantage, drive-through
MARKETING MANAGEMENT CASES	KEY CONCEPTS
Walgreens: The Competitive Advantage of Building a Diverse Leadership Team to Develop New Products and Services	diversity, leadership. marketing campaign, competitive advantage, social impact, customer value proposition, communities, underserved, product, price, promotion, place
Amazon: Capturing Consumer Lifestyles with Cost Incentives	co-creation, technology, first mover advantage, Amazon, brand, marketing, complementary, productive
OPERATIONS MANAGEMENT CASES	KEY CONCEPTS
Sweet Sister's Cakery: Using Operations to Create Customer Value	Competitive capabilities, competitive priorities, the process view, inputs, outputs, multifactor productivity,
Rolling Tires: Using Six Sigma Process Improvement Tools to Reduce Lead Time	Process Analysis, Six Sigma, Production and Inventory Strategy, Swimlane, cause-and-effect diagram, Pareto chart, bar chart, root-cause analysis, process improvement
Pharma Manufacturing: Quality Management Investigation After Customer Rejection	Quality management, quality costs, appraisal costs, prevention costs, internal failure costs, external failure costs, statistical process control, x-bar chart, R-chart, process capability, process capability ratio, process capability index.
BON-ROUGE: The Newsvendor Model for Decision Making in the Luxury Fashion Industry	single-period inventory, single-period model, Newsvendor model, Newsboy, excess inventory, stockouts
ORGANIZATIONAL BEHAVIOR CASES	KEY CONCEPTS
Change at IBM: How IBM Uses Change to Stay Relevant	Keywords: IBM, change processes, change management, design thinking, resistance to change, strategy Concepts Covered: change, change management, resistance to change, change processes, Lewin's model of change, change agents
Party Game Company: Diversity Issues at a Self-Described "Un-PC" Company	diversity, discrimination, culture, culture clash, surface level diversity, deep level diversity, inclusion, equity, values
Smarmarkets Offers Radical Salary Transparency for All Employees	Keywords: pay transparency, compensation, motivation, fairness, organizational justice

Questions? Contact your Pearson representative or visit www.pearson.com.