

## London Business School Publishing

### Case Collection Report (February 2020-March 2021)

#### Stakeholders

Tansy Rothwell	Executive Director, Learning Innovation
Jacob Gage	Director Operations, Information Services and Library
Suseela Yesudian	Director, LBS Publishing & Special Projects, Learning Innovation
Brigitte Gomes	Operations Manager, Learning Innovation
Nader Tavassoli	Professor of Marketing & LBS Publishing Faculty Advisor

#### LBS Case Collection Information/ Updates

Information	Update
Cases with teaching notes available to purchase on LBS Publishing	- 138
Background Note	- 1
Technical Note	- 3
Compact Case Studies (5 pages or less - primarily for Executive Education use)	- 3
Products available on LBS Publishing	- <b>Total: 145</b>
Translations (Spanish & Japanese)	- <b>Total: 4 cases</b> - 1 case pending translation. - Dollar Shaving Club is the most requested translated case study to date.

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## Information

## Update

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LBS Publishing registrations

- Students registered: 1,479
- LBS Educators registered: 64
- External Educators registered: 79
- **Total: 1,622 registered**

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Cases downloaded for internal LBS use

- **Total: 12, 440**
- Cost Savings by using LBS Cases (as above), Totals: £34,458.80 – Figure based on CC £2.77 per Case.

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External Sales on LBS Publishing (*data from March 2020 to March 2021*)

- Students (£6.30): 137 Students
- Educator (£3.60): 518 Educators

**Total: 655 external purchases**

*Breakdown of Sales*

- Students total: £ 863.10 (incl. VAT £1,035.72)
- Educators total: £1,864.80 (incl. VAT £ 2,201.92)

**Sales total incl. VAT:**

**£ 3,237.64**

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The educational institution to purchase cases from LBS Publishing most frequently: *The Schulich School of Business, York University, Toronto, Canada*

- 36 registered users
- 184 cases purchased

*Other countries from where cases have been purchased:*

China, Japan, India, Spain, South Korea, Russian, Kuwait, South Africa, Brazil, Costa Rica, USA, Greece, Peru, Australia, Mexico, Italy, France, Hungary & Austria.

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**LBS Publishing Top Selling Case Studies**

## External Sales (English)

Case Study	Faculty	Copies Sold
1. Enel S.p.A.: A Traditional Utility Embraces the Digital Revolution	Julian Birkinshaw	89
2. Ros Atkins and the 50:50 Project at the BBC (A)	Aneeta Rattan	67
3. The Maestro Marin Alsop, Leading Under a Huge Magnifying Glass	Randall Peterson	57
4. David Pyott: The Battle for Allergan (A)	Randall Peterson	53
4. David Pyott: The Battle for Allergan (B)	Randall Peterson	53
5. Patch: Financing the Entrepreneurial Business	Gary Dushnitsky	37

## External Sales (Translated)

Case Study	Faculty	Copies Sold
1. Dollar Shaving Club: Disrupting the Shaving Industry (Spanish)	Nader Tavassoli	77
2. Takeda: Governance of Strategic Transformation (A+B) (Japanese)	Harry Korine	10
3. Satya Nadella at Microsoft: Instilling a Growth Mindset (Spanish)	Herminia Ibarra	2

## Internal Use

Case Study	Faculty	Copies downloaded
1. The Marketing Process Background Note	Nader Tavassoli	1,421
2. M-KOPA Solar: Using Digital Disruption to Connect the World's Poor	Nader Tavassoli	1,152
3. Dollar Shave Club: Disrupting the Shaving Industry	Nader Tavassoli	992

Case Study	Faculty	Copies downloaded
4. The World Trade Organization and Tobacco Plain Packaging	Nader Tavassoli	710
5. Desso (A): Taking on the Sustainability Challenge	Ioannis Ioannou	646

## Accomplishments

### Case Writing Competitions

#### The Case Centre

The Case Centre runs an annual case writing competition and LBS faculty are regular recipients of these awards.

In addition, the Case Centre annually lists its top 15 bestselling cases (based on unit sales) in each of 10 major subject areas and reviews cases that are over 10 years old to include in the Case Centre Classic Case Collection.

#### Case Centre Annual Awards and Competitions: Overall Case Award Winners

Title	Year	Faculty
Dollar Shave Club: Disrupting the shaving industry	2021	Nader Tavassoli
Satya Nadella at Microsoft: Instilling a Growth Mindset	2020	Herminia Ibarra & Aneeta Rattan

#### Case Centre Best Selling Cases and Authors 2019/2020

Title	Category	Faculty
Satya Nadella at Microsoft: Instilling a Growth Mindset	Human Resource Management / OB	Herminia Ibarra & Aneeta Rattan
Dollar Shave Club: Disrupting the shaving industry	Marketing	Nader Tavassoli
Red Bull: The Anti-Brand Brand	Marketing	Nader Tavassoli & Nirmalya Kumar

Title	Category	Faculty
Jean-Philippe Courtois at Microsoft Global Sales, Marketing & Operations: Empowering Digital Success	Production & Operations Management	Herminia Ibarra

### Case Centre Classic Case Collection 2020

Title	Category	Production Year	Faculty
Red Bull: The Anti-Brand Brand	Marketing	2005	Nader Tavassoli & Nirmalya Kumar

### EFMD Case Writing Competition

#### EFMD Case Writing Competition, Inclusive Business Models Winner 2019

Title	Faculty
BanaPads: To Grow or not to Grow? That is the Question	Luisa Alemany