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SAGE business & management
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SAGE has been supporting business and management research for 50 years with our top-rated Journals and Books. Known for our quality content and cutting-edge, innovative resources—researchers and professionals alike trust us to provide the tools they need to thrive in today’s dynamic business environment.

SAGE brings you six comprehensive resources for every stage of research: SAGE Business & Management. With a variety of formats, including journals, encyclopedias, handbooks, in-depth reports, data, case studies, and video, our products create a highly interactive, visual experience that helps produce the next generation of decidedly employable and successful businesspeople.
The first step in successful business research

More thorough than newspaper or magazine articles and more timely than scholarly journals and reference works, SAGE Business Researcher helps your researchers to see key business and management issues in their proper context.

In addition to in-depth, timely and digestible reports about the most important issues in business, SAGE Business Researcher delivers:

- Top 3 takeaways for quick topic understanding
- Discussion questions for easy integration into class instruction
- Downloadable data for additional first-hand analysis
- A chronological timeline, providing historical context of issues
- Expert pro/cons that provide both sides of issues
- Short articles on key related issues
- Links to further academic resources

...a useful addition to any collection supporting undergraduate and graduate business, marketing, and entrepreneurial programs, as well as to business professionals and community college audiences.

Use Case

Course: Entrepreneurship
Degree Program: Bachelor of Business Administration
Description: A student group is writing a business plan for a new venture of their choosing (and may ultimately use the same presentation in a school-wide business plan competition). Throughout the process, they consult SAGE Business Researcher for:

- Polishing up on key issues in certain industries in order to choose the best industry (for their project)
- Grasping key cultural, economic and regulatory insights so they can best position their plan in a market once they have agreed on an idea

— Choice

businessresearcher.sagepub.com
**stats**

The dynamic research data source

*SAGE Stats* enables users to mine current and projected demographic and industry data series down to the ZIP Code level. By harmonizing this carefully vetted data from multiple sources into the same format, *SAGE Stats* allows for quick downloads, comparisons, and visualizations—providing power and context for researchers at all levels.

Featuring data from more than 250 private and public sources, *SAGE Stats* provides:

- Nearly 14,000 data series covering U.S. geographies across 17 high-interest research areas and spanning as far back as 1969
- Harmonized, carefully-vetted data from multiple sources in the same format
- Powerful filtering tools that allow researchers to analyze data in novel and useful ways

Highly Recommended. Undergraduates through researchers/faculty; professionals/practitioners.

– *Choice*

Users will be able to delve into business problems such as:

- A student wants to write a plan for starting a home healthcare business but needs to decide on a location—based on highly-specific demographic and economic data.
- A student must identify and address a business problem for an existing product. She needs projected demographic statistics and current consumer spending trends to support her proposed solution.

data.sagepub.com
Real world cases at your fingertips

*SAGE Business Cases* is the first discipline-wide digital collection tailored to library needs, providing campus-wide access to cases and making discovery and research easier outside of the traditional per-case purchase model. Offered on *SAGE Knowledge*, these cases are integrated with SAGE’s book, video and reference content, allowing for a rich scholarly environment.

In addition to SAGE’s proprietary and newly commissioned cases, the collection includes cases from a growing list of world-renowned institutions and associations:

- Yale School of Management, Yale University, USA
- Kellogg School of Management, Northwestern University, USA
- The Berkeley-Haas Case Series. University of California, Berkeley. Haas School of Business, USA
- Cambridge Judge Business School, University of Cambridge, UK
- The Eugene D. Fanning Center for Business Communication, Mendoza College of Business, University of Notre Dame, USA
- Tsinghua University School of Economics and Management, China
- Institute for the Study of Diplomacy, Georgetown University, USA
- Wits Business School, University of Witwatersrand, South Africa
- The Indian Institute of Management Ahmedabad (IIMA), India
- Society for Human Resource Management (SHRM), USA
- Graziadio School of Business and Management, Pepperdine University, USA

Both instructors and students will find SAGE’s business case database useful. Instructors will want to assign cases from *SAGE Business Cases*, and students will almost certainly find the wide depth and breadth of the database useful for research purposes. **Highly recommended for academic and public libraries.**

– American Reference Books Annual

**Use Case**

**Course:** Social Entrepreneurship

**Description:** A student’s mid-term project is to create a venture proposal for a fictional green business startup. She consults with *SAGE Business Cases* to:

- Explore best practices in social enterprise formation, scaling, and social impact measurement
- Study the successes and failures of specific businesses and innovative entrepreneurs

sk.sagepub.com/cases
Bringing teaching, learning and research to life

Rising steadily across all disciplines, the use of video in the classroom is a critical way of clarifying concepts and inspiring students. The SAGE Video Business & Management Collection is designed to elevate the teaching, learning, and research experience. Consisting of over 143 hours of video, 80% exclusive to SAGE, this collection allows students to see how business experts and practitioners solve real-world problems and achieve academic and professional success.

Topics Covered:
- Business Ethics & Corporate Social Responsibility
- Human Resource Management
- International Business & Management
- Leadership
- Marketing
- Organization Studies
- Entrepreneurship
- Strategic Management
- Research Methods for Business & Management
- Healthcare Management
- Public and Non-Profit Management
- Other Management Specialties

With good audio and visual components, the SAGE Video Business and Management Collection provides worthwhile film for business research. This database will be best used by students seeking both introductory and advanced information on business and management. This collection of films will also be useful to businesses seeking to enhance staff training. Recommended.

– American Reference Books Annual

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