



**IVEY** Publishing  
Business School

WESTERN UNIVERSITY · CANADA

# PUBLISH WITH US

Make your  
experience theirs.



55

COUNTRIES  
REPRESENTED  
BY OUR  
AUTHORS

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400+

NEW CASES  
PUBLISHED  
EVERY YEAR




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15




PER CENT  
AUTHOR  
ROYALTY FOR  
ALL EXTERNAL  
CASE SALES

[iveycases.com](http://iveycases.com)

## Publish With Us

-  A 15% royalty paid annually to authors for all external case sales
-  Editing and formatting of the case with assistance from a publishing coordinator
-  Worldwide promotion through in-person sales and digital marketing

## Criteria For Publishing

-  You are a faculty member or PhD candidate at a business school
-  Your case is accompanied by a comprehensive teaching note
-  Your case adheres to our submission guidelines

## The Ivey Publishing Process

### SUBMISSION

Use our online process to submit your case, teaching note, and optional supporting material.

See our submission guidelines.  
[go.ivey.ca/submissionguidelines](https://go.ivey.ca/submissionguidelines)

### REVIEW

#### Pre-Review

A publishing coordinator will work with you from submission to publication. They will read your case and teaching note and provide feedback in preparation for a faculty-member review.



#### Academic Content Review

Your case and teaching note will be reviewed by one or more faculty members from the Ivey Business School. Between reviews, you may be asked to make revisions to your case.

### REGISTRATION

#### Ivey Copy Editing

Once any required revisions have been made, your case and teaching note will be accepted! Your publishing coordinator will then send the material to an Ivey copy editor. You will be involved in this process and asked to respond to editor questions and suggested revisions.



#### Quality Assurance

After receiving your input in the copy editing process, your publishing coordinator will send your case and teaching note to a second Ivey copy editor for quality assurance.



#### Author Approval and Publication

At this stage, final copy editing will be completed and you will be given a final draft for approval. Your case and teaching note are then made available on our website and through our distributors. Congratulations!

ACCEPTANCE

## CASE TEACHING AND WRITING WORKSHOPS

Learn about the teaching method. Develop skills to become a case author.

# Resources

 **Submission guidelines**  
[go.ivey.ca/submissionguidelines](https://go.ivey.ca/submissionguidelines)

 **Teaching note layout**  
[go.ivey.ca/teachingnote](https://go.ivey.ca/teachingnote)

 **Case writing videos**  
[go.ivey.ca/publishingvideos](https://go.ivey.ca/publishingvideos)

Have an idea, a question, or a case for submission?  
Contact a case acquisition representative by email:  
**[publishcases@ivey.ca](mailto:publishcases@ivey.ca)**

“I love writing cases. I love telling stories. It’s an engaging way for students to learn, but also for me to share with other instructors opportunities to teach.”

Colleen Sharen, Brescia University College

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Western University

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