

Media Release

Richard Ivey School of Business Case Studies now Available on the iBookstore

TORONTO, ON, June 20, 2011 – Ivey School of Business case studies are now available anywhere, anytime through Apple’s iBookstore. One of the world’s leading business case publishers, the [Richard Ivey School of Business](#) is the first publisher to make business case studies available on the iBookstore. Starting today over 500 cases from Ivey’s inventory are available to download for \$3.99 each. The iBookstore is available through the free iBooks app for iPad, iPhone or iPod touch, or at www.itunes.com.

Since the Ivey Business School’s inception in 1922 the case method has been the keystone of its highly regarded approach to teaching general management. Students and executives at universities around the world use Ivey cases to learn by doing. Business students, executives or anyone can now benefit from enhanced convenience, quicker delivery, and more flexibility in accessing published cases.

“Making Ivey cases available through the iBookstore provides an opportunity to reach a new and wider audience that may not have been exposed to business case studies previously,” said [Paul Beamish](#), Director of [Ivey Publishing](#). “It supports our emphasis on making Ivey cases easily accessible to everyone.”

Each case provides readers with an opportunity to stand in the shoes of the decision-maker, analyzing the business issue presented, making judgments and determining a course of action. Ivey is the second largest producer and distributor of business case studies in the world.

Over 500 cases are currently available, with newer cases to be added regularly. More than 200 new cases are created each year from business faculty at Ivey and from other partnered universities. Articles from the [Ivey Business Journal](#) will also be available through the iBookstore.

Richard Ivey School of Business, the world’s largest producer of Asian cases, will continue to offer its inventory in printed or digital PDF form through its network of 18 traditional academic publishing partners including Harvard Business Publishing and the European Case Clearing House.

Interviews with Paul Beamish, Professor of International Business, Director of Ivey Publishing, or Greg Yantz, Associate Director, can be arranged by contacting Ivey’s media relations department. For more information, please visit www.iveycases.com.

About the Richard Ivey School of Business, The University of Western Ontario

The [Richard Ivey School of Business](#) at The University of Western Ontario is Canada’s leading provider of relevant, innovative and comprehensive business education. Drawing on extensive research and business experience, Ivey faculty provide the best classroom experience, equipping graduates with the skills and capabilities they need to tackle the leadership challenges in today’s complex business world. Ivey offers world-renowned undergraduate and graduate degree programs as well as Executive Development at campuses in London (Ontario), Toronto and [Hong Kong](#). Please visit www.ivey.ca.

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