

# SAGE Business Cases 商管個案資料庫操作說明

- 試用連結：<http://sk.sagepub.com/cases>

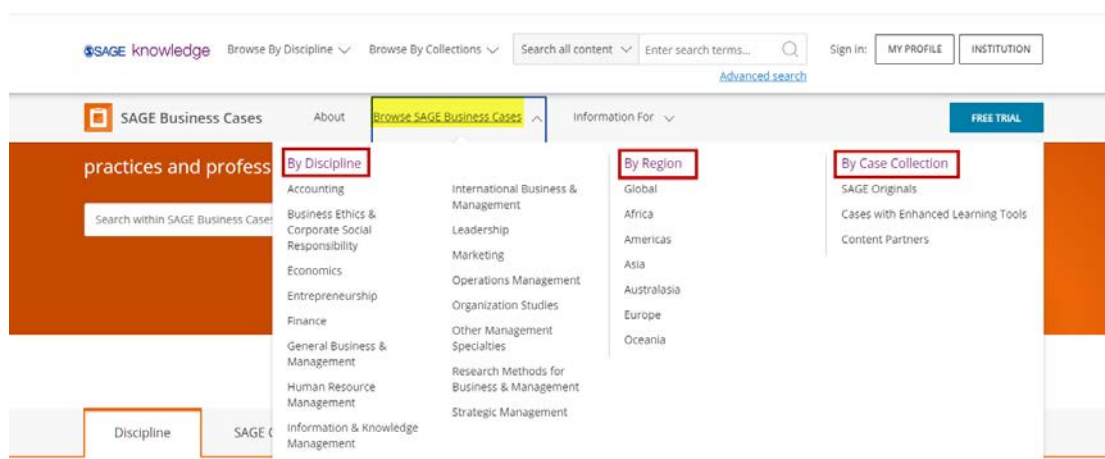
## 如何免費使用 SAGE Business Cases 商管個案資料庫？

一個全球性和多樣化的案例研究資料庫。SBC 在幫助學生了解如何將課程中的理論運用在實際的商業管理，國際企業，跨國合作等等，實際的個案當中。

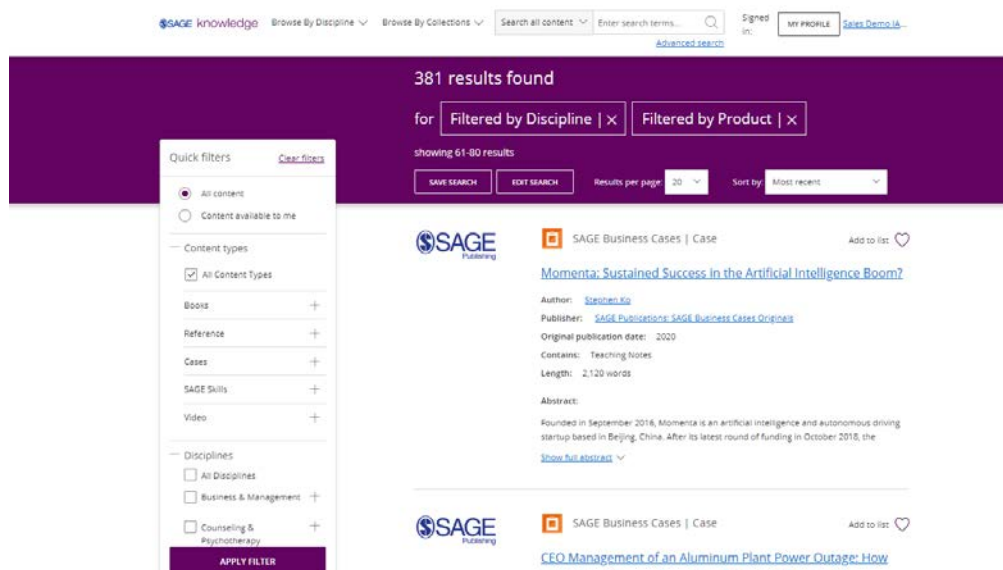
除了來自耶魯管理學院等知名商業案例製作者的內容外，SAGE 還發布了考慮不同文化背景和經濟觀點的原創案例，涵蓋商管課程中不同面向，多元的主題，如可永續發展、社會影響力和跨國企業。

第 1 步，進入 <http://sk.sagepub.com/cases>

瀏覽：點選黃色「Browse SAGE Business Cases」三種瀏覽個案研究的方式：主題、地區、個案種類



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個案提供註記方便快速瞭解全貌：主題、關鍵字、所屬行業、內容長度、公司鏈接、公司人員規模、覆蓋國家/區域、該個案適用的教學層級等

Case

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## The Evergreen Group: Spreading Its Wings

By: [Marleen Dieleman](#)Publisher: [SAGE Publications: SAGE Business Cases Originals](#)Series: [Family Business](#)

Publication year: 2019 | Online pub date: April 04, 2019

Discipline: [Family Business](#), [New Venture Creation](#), [Asian Pacific Business](#)

Contains: Teaching Notes


DOI: <https://dx.doi.org/10.4135/9781526496621>Keywords: [air](#), [airlines](#), [brothers](#), [family business](#), [feeding](#), ... [Show all](#) 

Length: 4,190 words

Region: [Eastern Asia](#)Country: [China](#)Industry: [Air transport](#) | [Transportation and storage](#) | [Water transport](#)Organization: [Evergreen Group](#) | [Evergreen Marine](#) | [Eva Air](#)Organization Size: [Large](#)Type: [Indirect case](#)

Online ISBN: 9781526496621

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**NJP** NelsonJournal Publishing | Case [Add to list](#)

[Natural Disasters and Supply Chain Disruption in Southeast Asia](#)

Author: [Andrei D. J. Khoo](#)

Publisher: [NelsonJournal Publishing](#)

Original publication date: 2018

Contains: Teaching Notes | Content Partners

Length: 6,722 words

Abstract:

The Association of Southeast Asian Nations is currently at a turning point with greater regional integration with the launch of ASEAN Economic Community in 2015. As a major

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**Yale School of Management** | Case [Add to list](#)

[Marina Bay Sands: Sustainability Challenges and Opportunities in the Events Industry](#)

Authors: [Vera Bourj Meyer](#), [Doreen Kurn](#), [Iain Elias](#), [Kosuke Uetake](#)

Publisher: [Yale School of Management](#)

Original publication date: 2018

Contains: Content Partners

Length: 467 words

Abstract:

Standing at water's edge, Marina Bay Sands (MBS) annually attracted 45 million visitors who came to lodge, to gamble, to shop, to relax, to attend meetings or weddings, to eat, or

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**SAGE Navigator** | Major Work [Add to list](#)

[Macromarketing – a Global Focus: Marketing Systems, Societal Development, Equity & Poverty](#)

Edited by: [Stanley J. Shapiro](#), [Mark Tadajewski](#), [Clifford J. Shultz II](#)

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