




# The Case Centre (formerly ECCH)

The Case Centre is an independent, non-profit, membership based organisation dedicated to promoting the case method of learning. Based at Cranfield University in the UK and Babson College in the USA, the [ecch collection](#) of over 83. case studies, management articles, book chapters, instructor materials, multimedia and DVDs represents the work of the best case teaching institutions and individuals worldwide. It is a unique and accessible resource for business school and university teachers worldwide.

## ACCESSING


- Type in the web address <http://www.thecasecentre.org/educators>
- Everyone can search the on-line database of the ecch case collection, but in order to view sample copies on-line, or to order cases, you will need to register (free) – click on the “register” link  [login](#) or [register](#) on the right hand side of the home page.
- Use “Product search” to perform a simple search or “Go to advanced search”
- **Advanced Search** allows additional search criteria to be combined

- Use OR within a box for alternate search terms
- You can also specify author, language, date etc.
- You can exclude one term

## Advanced search

### Start searching

We hope you find our advanced search a useful tool to find products that suit your teaching needs.

Search for keyword(s):	<input type="text" value="organic food OR wholefood"/>	in	<input type="text" value="All fields"/>	
	and	<input type="text" value="uk"/>	in	<input type="text" value="Location"/>
	and	<input type="text"/>	in	<input type="text" value="All fields"/>
Exact matches only:	<input type="radio"/> Yes <input checked="" type="radio"/> No			
Exclude records with:	<input type="text" value="Scotland"/>	in	<input type="text" value="Location"/>	
Product type:	<input type="text" value="Case"/>			
Product year:	<input type="text" value="Select if required"/>	<input type="text"/>		
Length:	<input type="text" value="Select if required"/>	<input type="text"/>		
Data source:	<input type="text" value="Select if required"/>			
Language:	<input type="text" value="Select if required"/>			
Prize winner:	<input type="text" value="Select if required"/>			
Filter results:	<input type="checkbox"/> Show only items with an inspection copy available on-line			
	<input type="checkbox"/> Show only items with related instructor material			
	<input type="checkbox"/> Exclude instructor materials from displayed results			

## VIEWING YOUR RESULTS

## Search results

You searched using the following criteria:

All fields : organic food OR wholefood Product type: Case

AND Location : uk

NOT Location : Scotland

[Refine your search ▶](#)[Search for exact matches only ▶](#)

The number of cases is shown here

Displaying items 1 to 10 of 136 products that meet your search criteria

Sort by: 

## 1 GREEN &amp; BLACK'S (PART B): CADBURY TAKES AN ORGANIC STEP

CASE - Reference no. 706-014-1

Authors: Vasudha, A.; Venkatesh, T.

Published by: IBS Research Center (2006)

Length: 14 pages

Data source: Published sources

Abstract: This is the second of a two-case series (706-012-1 and 706-014-1). In ...

[Show full details and related products ▶](#)

Click here to read full details



SHARE

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ADD TO BASK

## Need help searching?



If you have any questions please contact our Customer Services Team:

UK office US office

t +44 (0)1234 750903 t +1 781 2

e [info@thecasecentre.org](mailto:info@thecasecentre.org) e [info.usa@thecasecentre.org](mailto:info.usa@thecasecentre.org)

- The results are displayed giving the name of the case title plus a brief description.
- Clicking on the title brings up the full abstract.
- Inspection copies are available for some titles. Click on the link in the full abstract. (You must be logged in to access these). A copy can be printed out but must not be reproduced.

## ORDERING CASE STUDIES.

Most cases, supplementary materials (booklets, teaching notes, inspection copies), and journal article reprints can be supplied electronically but paper copies can also be provided on request.

If you wish to place an order, please do so through your school (e.g. School of Management) not through ISS funds as you will want the case studies to be kept in your department, rather than be added to library stock. Cases, journal article reprints and book chapters cost £3.60 (VAT exempt) for paper copies, £2.90 (+VAT) for electronic copies. The PDF version, which registered users can view, is an inspection copy and is watermarked "Inspection copy - not for reproduction".

For more information on ordering and delivery options, see the Ordering sections of the website <http://www.thecasecentre.org/educators/ordering/buying/how>

For alternative formats please contact

Tel: 01792 295697 Email: [library@swansea.ac.uk](mailto:library@swansea.ac.uk)

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