

How to Write Best-selling Cases

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Differentiating with Industry or Company

1. Does this industry/company have some outstanding significance?
 - Size
 - Growth
 - Rapid Change
 - Social, Cultural, or Political importance
 - Historical relevance

2. Is this industry particularly interesting?
 - Products/services
 - Relationships
 - Structure
 - Ownership

3. Is this company exceptional in some way?
 - Size
 - Growth
 - Profitability
 - Nature of the product/service line
 - Notoriety
 - History
 - Business methods

Differentiating with Product or Service

4. Is the product or service compelling in some way?
 - Value laden
 - Unusual, strange, or exotic
 - Very high or very low quality
 - Famous or infamous
 - Socially or culturally significant
 - Entertaining

Differentiating with the Central Issue

5. Is the central issue or decision point of the case important?
 - Culturally or socially or politically
 - Functionally within the discipline

6. Does the central issue or decision point of the case illustrate a useful model or theory?
7. Does the central issue or decision point of the case develop new theory or approaches to problem solving?

Differentiating with Time

8. Does the case present a current example of an old situation or theoretical application?
 - Does the current setting add or subtract from understanding in some meaningful way?
 - Does the new situation pose new or additional questions?
 - Are the outcomes of older cases so well-known as to make discussion difficult?
9. Does the case present an issue or situation that is new and different?

Differentiating with Richness & Complexity

10. Does the case provide a level of richness that draws the reader in?
 - Are the characters compelling as people?
 - Does the complexity of issues add to the “mystery”?
 - Are new relationships developed?
 - Does the case present a “global” view?

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