

SAGE Business Cases 商管個案資料庫操作說明

- 試用連結：<http://sk.sagepub.com/cases>

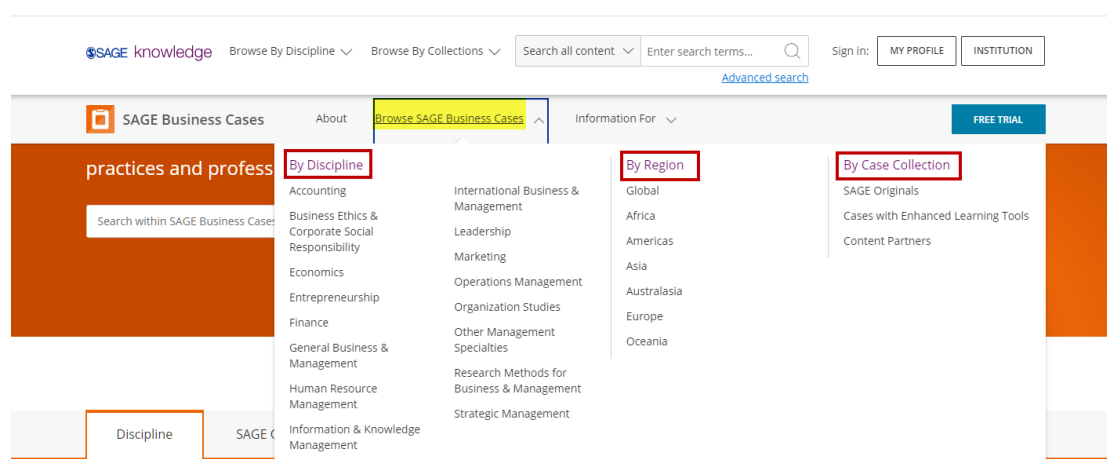
如何使用 SAGE Business Cases 商管個案資料庫？

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。

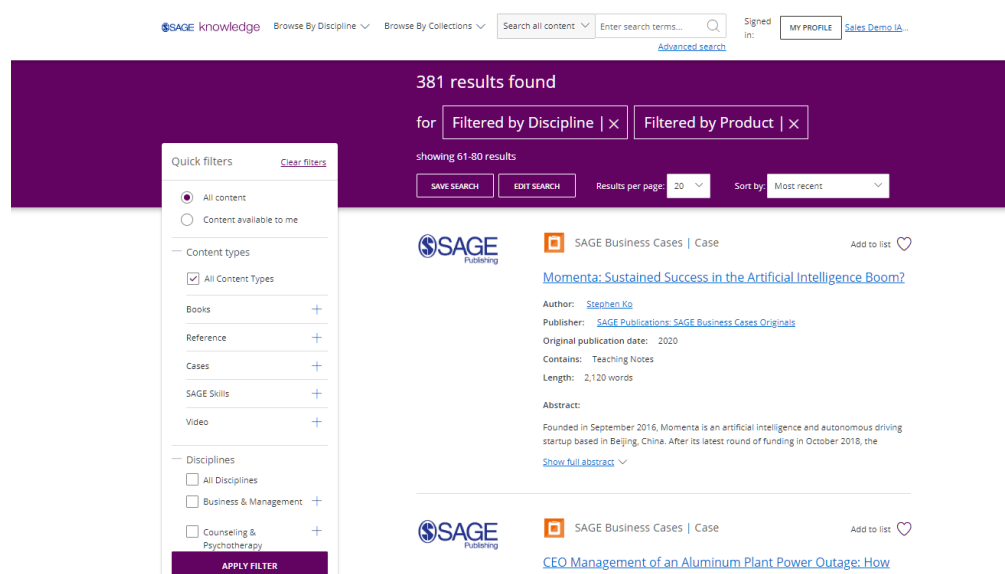
除了來自**耶魯管理學院**等知名商業案例製作者的內容外，**SAGE** 還發布了考慮不同文化背景和經濟觀點的原創案例，涵蓋商管課程中不同面向，多元的主題，如可永續發展、社會影響力和跨國企業。

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



選擇任一類別，左方 APPLY FILTER 進行限定項目的再次檢索



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

SAGE Business Cases

AboutBrowse SAGE Business CasesInformation For

SUBMIT CASE

Home > SAGE Business Cases > The Evergreen Group: Spreading Its Wings > Case



Family Business

Case

Add to list

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](#), [feuding](#), ... 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
Copyright: © Marleen Dieleman 2019
[Less information](#)

進階搜尋：依項目鍵入檢索字詞

Advanced search

[Clear all](#)

Search terms

Human Resource Management

Full text

AND

Logistics

Keyword

Remove

+ Add search term

Authors

Search for authors, editors or individuals

Publisher

Search for publisher

Disciplines

☒ All Disciplines

☒ Business & Management

左側圖標顯示個案來源的，如果該個案是來自個人作者投稿，則左側標註為 SAGE Logo。

The screenshot shows a search results page with a purple header. The search criteria are "southeast Asia" and "marketing", resulting in 7,108 results. The page displays three results:

- Result 1:** SAGE Business Cases | Case. Title: [Natural Disasters and Supply Chain Disruption in Southeast Asia](#). Author: [Andrei G. I. Kivak](#). Publisher: [Neilson Journals 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 [Show full abstract](#).
- Result 2:** SAGE Business Cases | Case. Title: [Marina Bay Sands: Sustainability Challenges and Opportunities in the Events Industry](#). Authors: [Vera Bourge-Meyer](#), [Doreen Kurn](#), [Joan 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 [Show full abstract](#).
- Result 3:** SAGE Navigator | Major Work. Title: [Macromarketing – a Global Focus: Marketing Systems, Societal Development, Equity & Poverty](#). Edited by: [Stanley I. Shapiro](#), [Mark Tadajewski](#), [Clifford L. Shultz II](#).

On the left side, there is a "Quick filters" panel with options for "All content" and "Content available to me". Below this, there are filters for "Content types" (All Content Types, Books, Reference, Cases, SAGE Skills, Video) and "Disciplines" (Works and Sections, Publication Date). An "APPLY FILTER" button is at the bottom of the filters. A search bar labeled "Search within results" is also present.

★ 本次試用期不提供 PDF 及 Teaching Note 下載