



WBS Wits
Business
School
Sculpting global leaders

The WBS Case Centre

Our History

- **Case studies integral to WBS approach**
- **The importance of local case studies**
- **Need for international quality**
- **Started formally in late 1990s**
- **Within WBS structure have resided under either the academic director or research director**

Our Modus Operandi

- Staffed by professional writers
- Work in conjunction with WBS academics
- Write real-life cases largely from primary sources

Our Case Collection

- **Now consists of more than 160 cases**
- **Covering the whole spectrum of management disciplines**
- **On companies ranging from Anglo American to small entrepreneurial outfits like the Phone Shop**

Our Success

- **Woolworths Sustainability won the AABS/Emerald case competition**
- **Our cases the only to be accepted without the need for revision y the Emerald Emerging Markets Case Collection**