

# PRODUCING EPUBS FOR CASE METHOD TEACHING

CHALLENGES, OPPORTUNITIES, OUTCOMES

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# Overview

- Harvard Business Publishing and the Higher Ed Team
- HBS Case Lifecycle
- Digital Content Roadmap
- Content and Conversion Challenges
- EPUB Sample Displays
- Moving Forward

# HBP's Higher Education

Harvard Business  
Review Group

## Higher Ed

Corporate  
Learning

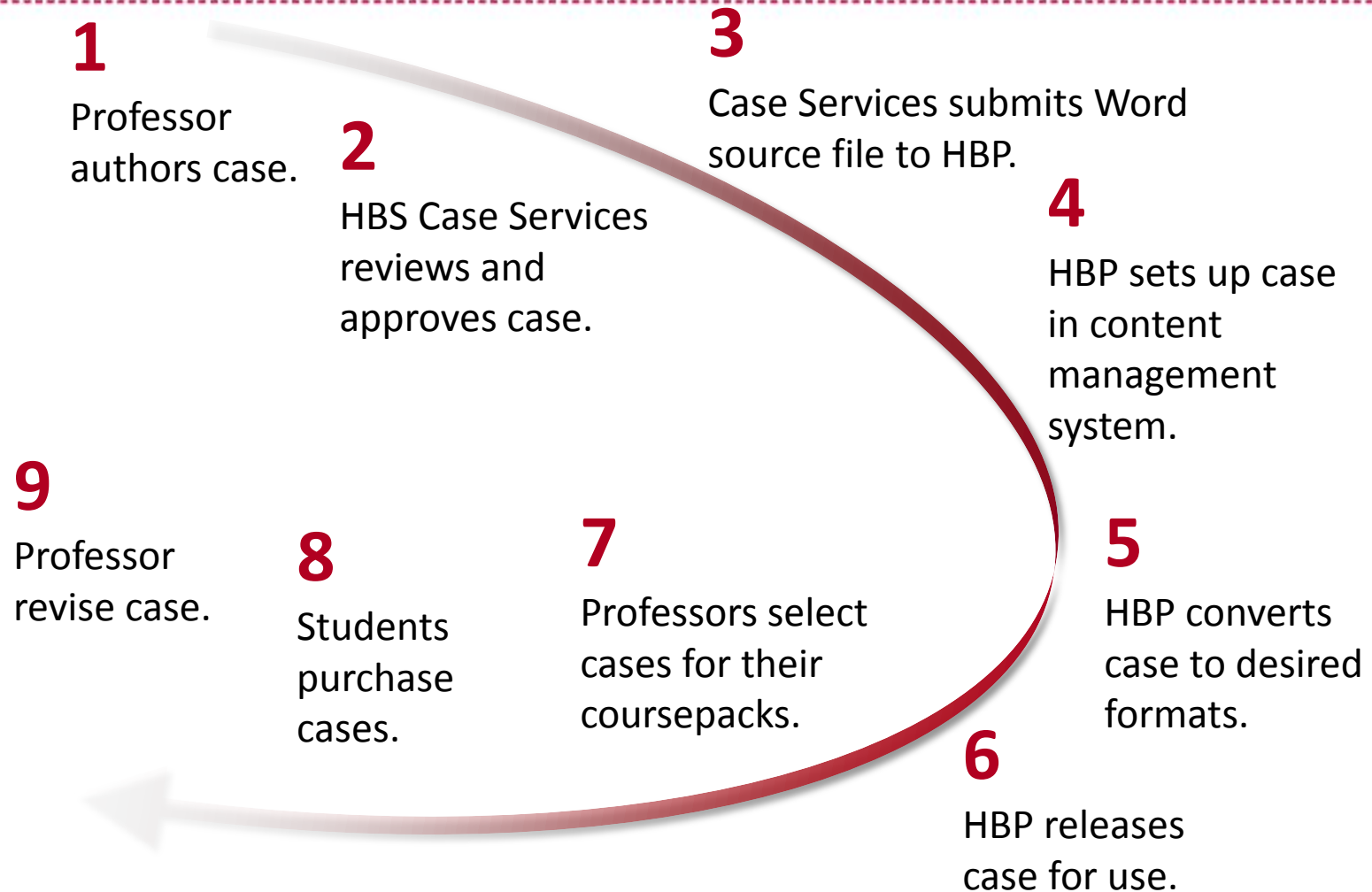
- HBS Cases
- Case Translations
- Brief Cases
- Partner Case Collections
- Core Curriculum Readings
- HBRG Chapters
- HBR Articles
- Supplemental Materials
  - Teaching Notes
  - Slide Decks
  - Review Questions
  - Excel Spreadsheets

# HBS Case Content

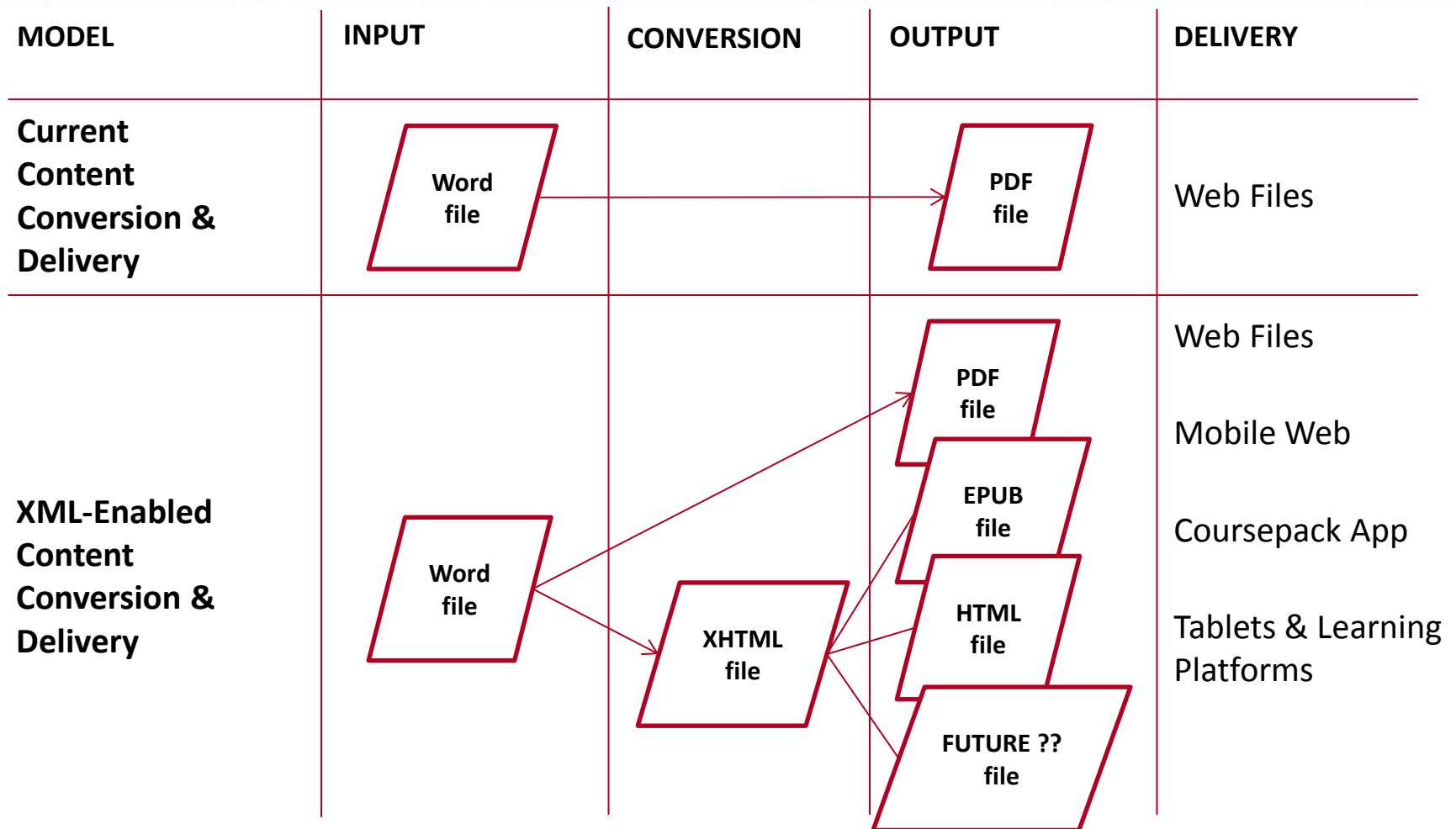
- Typically 20-30 pages
- Contain graphics and images
- Include in-text callouts to appendices and exhibits
- Can have complex tables and special text and character formatting



# HBS Case Lifecycle

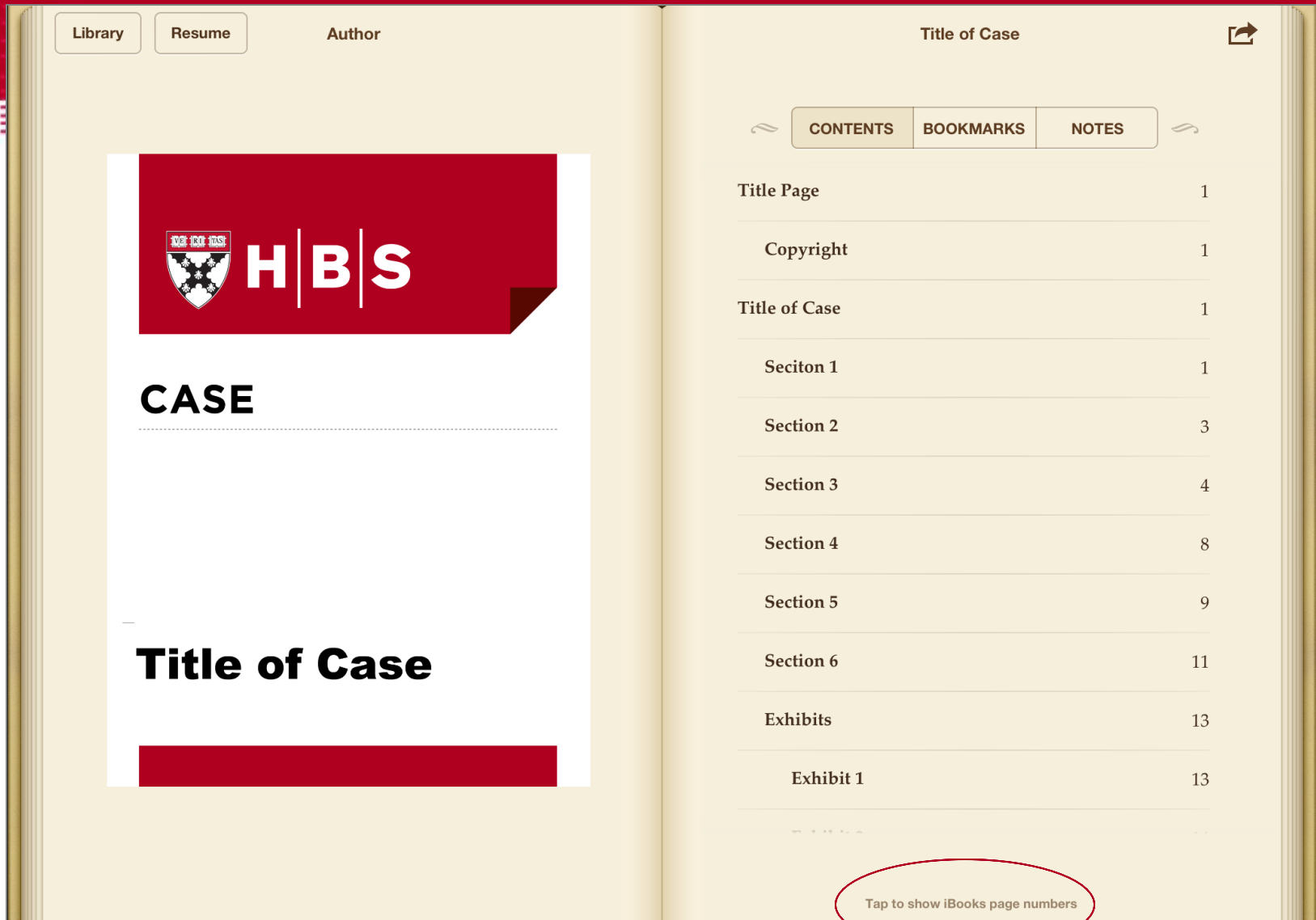


# Digital Content Roadmap



# Considerations and Challenges

- Hundreds of authors
- Limited interaction with authors
- Lack of structure in traditional case documents
- Outdated formats and templates
- Classroom use could be a mixture of PDF, EPUB, and print
- Multiple case revisions
- Supplemental materials
- Translations
- Quick production turnaround
- High quality expectation



**Cover and Table of Contents**





X-XXX-XXX

REV. DECEMBER 7, 2012

# Case Title

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The author prepared this case with assistance from an independent researcher. The case was prepared as the basis for class discussion rather than to illustrate either effective or ineffective handling of an administrative situation. Data have been disguised for purposes of confidentiality.

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Exhibit 7a

For the end of the year	2001	2000	1999	1998	1997	1996
<b>Assets</b>						
Cash	107	197	248	466	1,324	1,752
Accounts receivable	2,211	2,055	620	3,570	2,275	1,281
Cash reserves and Inventory	3,801	3,971	6,521	6,896	11,372	8,375
Other working capital	219	150	423	679	1,801	537
<b>Total working capital</b>	<b>6,338</b>	<b>6,373</b>	<b>7,812</b>	<b>11,611</b>	<b>16,772</b>	<b>11,945</b>
Intangible assets	1	8	11	10	5	4
PP&E	4,069	2,757	3,458	6,001	9,512	10,265
Other assets	1,424	1,468	1,364	728	571	2,519
<b>Total assets</b>	<b>11,832</b>	<b>10,606</b>	<b>12,645</b>	<b>18,350</b>	<b>26,860</b>	<b>24,733</b>
<b>Liabilities &amp; Equity</b>						
Accounts payable	1,161	1,124	2,642	3,016	2,945	1,953
Short-term debt	29	31	-	-	-	-
Other current liabilities	4	0.2	1	2,064	3,735	2,784
<b>Total current liabilities</b>	<b>1,194</b>	<b>1,155</b>	<b>2,643</b>	<b>5,080</b>	<b>6,680</b>	<b>4,737</b>
Long-term liabilities	-	-	-	-	-	-
Equity	10,638	9,451	10,002	13,270	20,180	19,996
<b>Total equity and liabilities</b>	<b>11,832</b>	<b>10,606</b>	<b>12,645</b>	<b>18,350</b>	<b>26,860</b>	<b>24,733</b>
<b>Income Statement</b>						
Sales	25,147	27,206	32,672	35,988	68,892	34,083
Cost of goods sold	19,512	24,004	28,798	31,307	56,497	20,302
Gross profit	5,635	2,139	2,903	3,253	9,175	10,006
Income before taxes	1,951	2,121	2,816	3,809	8,612	10,259
Income tax	249	394	727	1,067	2,756	3,506
<b>Net income</b>	<b>1,702</b>	<b>1,727</b>	<b>2,090</b>	<b>2,742</b>	<b>5,856</b>	<b>6,753</b>
<b>Return on assets</b>	<b>14.4%</b>	<b>16.3%</b>	<b>16.5%</b>	<b>14.9%</b>	<b>21.8%</b>	<b>27.3%</b>
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Source: Company documents.

[View table as text](#)

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Source: Company documents.

[back](#)

# Moving Forward

## Higher Ed

- Continuing HBS case EPUB work
- Continuing HBR article EPUB work

## Continuing Areas of Interest

- DRM
- Annotation tools
- Interactive and engagement features
- Case EPUB standardization