

NEWS RELEASE

Wilfrid Laurier
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Laurier Institute gains access to international library of cases

Laurier becomes only university in Canada to distribute NACRA cases

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WATERLOO – The Laurier Institute will now offer Canadian academics a broader range of international business case studies for use in their classrooms.

The institute has entered into an agreement with the North American Case Research Association (NACRA), making it the only Canadian university distributor of NACRA's extensive case library. The arrangement provides clients with access to more than 300 cases on topics as diverse as non-profits and health care to strategic management.

"NACRA is pleased to be in partnership with the Laurier Institute" said Deborah Ettington, vice president of case marketing of NACRA. "The agreement will provide convenient access to our cases and teaching notes for Canadian instructors."

"NACRA is a well respected academic association with a case journal of tier one, peer-reviewed cases," said Jan Varner, director of the Laurier Institute. "Although we've currently got an excellent bank of cases on file, this agreement provides more depth and breadth of topic areas. Expansion through this agreement brings us quality, international cases that positions our case repository at 75 percent peer reviewed."

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NACRA is a collaborative organization of some 450 case writers and teachers, mostly in the business disciplines, who support each other's research and writing efforts.

Since 1984, the Laurier Institute has designed and delivered management development programs to organizations throughout the business community. Community members can draw upon a resource of faculty who boast a wealth of teaching and hands-on work experience. Recognized for their delivery style, incorporating the theoretical, applied and practical, participants can immediately transfer their new knowledge and skills back to the workplace.

The goal at the Laurier Institute is to add value by understanding the client's organization, responding to their needs, and sharing knowledge in flexible, dynamic formats using some of the best business minds in North America. Visit www.wlu.ca/laurierinstitute for additional information.

With more than 3,000 students and 100 full-time faculty members on campuses in Toronto and Waterloo, Ontario, Laurier's SBE is one of Canada's largest and most innovative business schools. For more information, please visit www.wlu.ca/sbe.