The Case Centre published its list of Best Selling cases for 2017.
The bestselling cases from IBS are provided below (alphabetically):

|  |  |  |
| --- | --- | --- |
| Sl.No | Case Title | Authors |
| 1. | [Amazon’s Big Data Strategy](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY077.htm) | Debapratim Purkayastha, Adapa Srinivasa Rao |
| 2. | [Corporate Entrepreneurship and Innovation at Google Inc](http://www.icmrindia.org/casestudies/catalogue/Leadership%20and%20Entrepreneurship/LDEN089.htm) | Debapratim Purkayastha, Adapa Srinivasa Rao |
| 3. | [Digital Marketing at Nike: From Communication to Dialogue](http://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG297.htm) | Debapratim Purkayastha, Adapa Srinivasa Rao |
| 4 | [Disney’s Magicband System: Leveraging Technology to Enhance Customer Experience](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY081.htm) | Debapratim Purkayastha, Geeta Singh |
| 5. | [Employee Training & Development at Ritz-Carlton: Fostering an Exceptional Customer Service Culture](http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB165.htm) | Debapratim Purkayastha |
| 6. | [IKEA’s Social Media Listening & Monitoring Initiatives](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY082.htm) | Debapratim Purkayastha, Jayasri Bhimalapuram |
| 7. | [IKEA's Innovative Human Resource Management Practices and Work Culture](http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB066.htm) | Sanjib Dutta, Shirisha Regani |
| 8. | [Internal Branding and HRM at Virgin](http://www.ibscdc.org/Case_Studies/HRM/HRM0047P.htm) | Kaushik Mukerjee, Mridu Verma |
| 9. | [Netflix: Leveraging Big Data to Predict Entertainment Hits](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY075.htm) | Debapratim Purkayastha, Vijay Kumar Tangirala |
| 10. | [Rebounding After Crisis: South Korea](http://www.icmrindia.org/casestudies/catalogue/Economics/ECON042.htm) | G V Muralidhara, Hepsi Swarna |
| 11. | [The Nordic Economic Model](http://www.icmrindia.org/casestudies/catalogue/Economics/ECON026.htm) | Saji Sam George, Sachin Govind |

**The Case Centre has also published its list of Classic cases for 2017.
These are the cases that are more than 10 years old and continue to be popular.
9 cases of IBS have featured in this list.**

**The bestselling cases from IBS are provided below (alphabetically):**

|  |  |  |
| --- | --- | --- |
| Sl.No | Case Title | Authors |
| 1. | [Business Ethics and Governance Issues at HP: The Pretexting Controversy](http://www.icmrindia.org/casestudies/catalogue/Business%20Ethics/BECG070.htm) | Vivek Gupta, Indu Perepu |
| 2. | [Cirque du Soleil's Human Resource Management Practices](http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB175.htm) | Vivek Gupta, Manasi Pawar |
| 3. | [CRM Implementation Failure at Cigna Corporation](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY050.htm) | Vivek Gupta, M Vinaya Kumar |
| 4. | [ERP Implentation Failure at HP](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY045.htm) | Ruchi N Chaturvedi, Vivek Gupta |
| 5. | [IKEA's Innovative Human Resource Management Practices and Work Culture](http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB066.htm) | Sanjib Dutta, Shirisha Regani |
| 6. | [Knowledge Management Practices at Toyota Motors](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY048.htm) | Ruchi N Chaturvedi, Sanjib Dutta |
| 7 | [McKinsey's Knowledge Management Practices](http://www.icmrindia.org/casestudies/catalogue/IT%20and%20Systems/ITSY058.htm) | Vivek Gupta, Indu Perepu |
| 8. | [Starbucks' International Operations](http://www.icmrindia.org/casestudies/catalogue/Business%20Strategy1/BSTR058.htm) | Sanjib Dutta, K Subhadra |
| 9. | [The Body Shop: Social Responsibility or Sustained Greenwashing?](http://www.icmrindia.org/casestudies/catalogue/Business%20Ethics/BECG067.htm) | Ramalingam Meenakshisundaram, Debapratim Purkayastha, Rajiv Fernando |