

Press release 1 March 2010

## London Business School wins the overall prize at the 2010 European Case Awards and IMD scoops the most individual category awards in a year when case topics reflect the recession

London Business School has won the overall award in the European Case Awards for the third time in the history of the Awards with Red Bull: The Anti-Brand Brand by Nirmalya Kumar, Nadar Tavassoli and Sophie Linguri Coughlan. The subject characterised 2009, a year of recession in which cases about the food and drinks industries dominated. London Business School also took a category award in the production and operations management category with a case on the groceries distributor Ocado, authored by Mark Frohlich of London Business School and Ken K Boyer of the Broad College of Business, Michigan State University.

Nirmalya Kumar, Professor of Marketing, is emerging as one of the most successful case authors in the European Case Awards, which uses an objective system in which cases are 'judged blind' on the number of organisations who have ordered the case from ecch to teach with during the preceding three years. He won two awards in 2009 for London Business School and single categories with other co-authors in 2005, 2002 and 2001 while based at IMD. (For historical data on the Awards please see [www.ecch.com/caseawards](http://www.ecch.com/caseawards).)

This year, IMD was the most successful school in terms of the number of awards achieved, winning three of the nine category awards with cases on Nestlé, the fishing industry and ABN AMRO – one of the other represented topical business areas: banking. INSEAD won two category awards, one on the Ford Ka in collaboration with Singapore Management University and one on Michelin.

One award each went to: AESE – Escola de Direcção e Negócios, a first time winner with a case about The Grameen Bank, a provider of micro-finance to people in poor countries; Cranfield University School of Management together with EABIS (European Academy of Business in Society) for a case on the values behind the innocent drinks brand; and to IESE Business School for a case on the Apple iPhone.

Richard McCracken, Director of ecch said "The 2010 Awards reflect the growing number of schools writing successful teaching cases and we are delighted to welcome AESE - Escola de Direcção e Negócios to the top table of European case authoring schools. The case subjects also reflect, year-on-year, the subjects teachers want for their classes. Gone from the Awards for now are the airlines, pharmaceuticals and technology businesses, as companies providing the basics, groceries, take the current new spotlight in the classroom."

The Awards will be presented at a ceremony in London in September. To celebrate their 21st birthday in 2011, the Awards will become a global event and **two new competition categories** are to be added for which authors will be invited to submit entries. Each year the ecch executive committee will identify an emerging 'hot topic' in the classroom, which for 2011 will be 'Renewable and sustainable energy, technology and development'. The second new category will be 'New case writer' for a first teaching case. Information will shortly be available and submissions invited before 30 September 2010. Schools and authors can sign-up to receive information when it becomes available at [www.ecch.com/casecompetition](http://www.ecch.com/casecompetition).

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## The results in full

Overall winner

**Red Bull: The Anti-Brand Brand**

Nirmalya Kumar, Nader Tavassoli and Sophie Linguri Coughlan, London Business School

Economics, Politics and Business Environment

**Transforming the Global Fishing Industry: The Marine Stewardship Council at Full Sail?**

Ulrich Steger, Alexander Nick, Oliver Salzmann and Aileen Ionescu-Somers, IMD

Entrepreneurship

**The Grameen Bank: Credit as a Human Right**

Eugénio Viassa Monteiro and Ana Janeiro Dias, AESE – Escola de Direcção e Negócios

Ethics and Social Responsibility

**innocent Drinks: Values and Value**

Robert Brown and David Grayson, Cranfield University School of Management and EABIS

Finance, Accounting and Control

**Deal Making in Troubled Waters: The ABN AMRO Takeover**

Didier Cossin and Luc Keuleneer, IMD

Human Resource Management / Organisational Behaviour

**Leading Across Cultures at Michelin (A)**

Erin Meyer and Sapna Gupta, INSEAD

Knowledge, Information and Communication Systems Management

**Apple's iPhone: Calling Europe or Europe Calling?**

Sandra Sieber, Josep Valor and Jordan Mitchell, IESE Business School

Marketing

**Ford Ka: The Market Research Problem (A)**

Markus Christen and David Soberman, INSEAD

Seh-Woong Chung, Singapore Management University

Production and Operations Management

**Ocado: An Alternative Way to Bridge the Last Mile in Grocery Home Delivery**

Ken K Boyer, Broad College of Business, Michigan State University

Mark Frohlich, London Business School

Strategy and General Management

**Nestlé's Globe Program (A): The Early Months**

Peter Killing, IMD

Special award

**The Sumantra Ghoshal Award for Excellence in Case Writing**

London Business School

For further press information please contact Emma Simmons at [e.simmons@ecch.com](mailto:e.simmons@ecch.com)

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### **Notes for editors**

**ecch** is the largest single source of management case studies in the world, with more than 63,000 items in its catalogue, available through [www.ecch.com](http://www.ecch.com). An independent, membership-based, non-profit organisation, ecch has offices at Cranfield University, UK and Babson College, USA. ecch is dedicated to supporting authors and users of case studies and promoting the case method of learning. It provides the interface between the authors of cases and the educational institutions and businesses that use them for teaching and learning. ecch has an international programme of case writing and teaching workshops and events.

**ecch European Case Awards** have been presented by ecch annually since 1991 to provide formal recognition and exposure for successful case authors and their institutions and to raise the profile of the case method of teaching. Awards are made in up to nine management categories, plus one overall winning case for each year. In 2004 the annual Sumantra Ghoshal Award for Excellence in Case Writing was inaugurated in memory of one of the greatest case writers of all time and is presented to the school at which the overall winning case was authored. [www.ecch.com/caseawards](http://www.ecch.com/caseawards)

### **How are award-winning cases judged?**

All ecch-registered cases authored or co-authored in Europe are put forward for the Awards. ecch identifies winning cases through an **objective** process – cases are judged anonymously. The winning case in each category is the one that has achieved the highest growth in popularity worldwide. 'Popularity' is measured by the number of new and existing universities and business schools that have ordered the case studies from ecch to teach with during the preceding three years. A case that has won a category award in a previous year cannot win again, but is eligible for the overall award. (The 2010 overall award winning case won the marketing category in 2009).

**Sponsor** ecch thanks the Chartered Institute of Marketing, sponsor of the marketing category of the Awards since 1991.

**The case method of learning** was pioneered in the early 20th Century at Harvard University. It has become the favoured teaching method of most of the world's leading business schools.