



# SAGE video

## Business & Management

SAGE Video streaming collections, for library purchase, are developed in partnership with leading academics, societies, and practitioners, including many of SAGE's own authors and academic partners, to deliver cutting-edge research-oriented video within the social sciences.

Each collection includes a breadth of video types and lengths to support students of all levels, such as case studies, tutorials, interviews with leading researchers, documentaries, footage of real-life professional contexts, quick reference definitions, and more.

The **SAGE Video Business & Management Collection** supports students and researchers at all levels. With 84% of the content exclusive to SAGE, this collection includes the following:

- Tutorials on a wide range of key topics, such as product pricing strategies, or team leadership essentials
- Interviews with renowned experts on subjects including social media marketing, corporate social responsibility, and family firms
- Management professionals, business leaders, entrepreneurs, and marketers at work
- The latest insights from professionals at internationally recognized businesses, including Apple, McDonald's, Starbucks, Google, and more
- Carefully curated licensed film content from BBC Worldwide and the American Marketing Association
- Coverage of small- and medium-sized firms, social and nonprofit enterprises, and transnational corporations.

### New in 2019!

Updates include 10 hours of new video on topics specifically requested by faculty around the world:

- Focused content emphasizing both the development of personal business skills as well as global market savvy
- Interviews with entrepreneurs illustrating what all first-time business owners should know
- New content in international business, entrepreneurship, marketing strategy, organization development and change, human resource management, decision-making, and social media marketing.



### More than 150 hours and 480 videos on these topics:

- Business Ethics and Corporate Social Responsibility
- Human Resource Management
- International Business and Management
- Leadership
- Marketing
- Organization Studies
- Entrepreneurship
- Strategic Management
- Research Methods for Business and Management
- Other Management Specialties

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# User-centered design

Ease of use and accessibility are at the heart of our video program delivery. The site is mobile-optimized, and functionality meets student and faculty needs both in and outside the classroom. Videos can also be easily integrated into learning management systems.

