

## How to Access Teaching Notes

Cases in several of our collections contain Teaching Notes. Teaching Notes are exclusive guides to teaching business cases, available only to vetted and authenticated instructors.

Teaching Notes contain sample answers, grading guides, recommended solutions, and much more. It is therefore imperative that Teaching Notes are for instructor-only access.

This document provides an overview of how instructors can gain access to Teaching Notes.

### How does it work?

Teaching Notes are available to you as an instructor once you have signed in with your **authenticated personal account**.

When your institution first subscribes to a collection containing Business Cases, your librarian has the option to supply Bloomsbury with a list of instructors who require access to Teaching Notes (with the instructors' permission). Instructors must first have a Bloomsbury.com account before they can be verified as an instructor. Bloomsbury will then authenticate the Bloomsbury.com accounts to grant access to Teaching Notes on Bloomsbury Fashion Central.

If your institution has access to more than one collection containing Teaching Notes, you will be able to access them using the same authenticated personal account.

*Note:* your **personal** account is different from your **institutional** account. Your personal account is associated only with your email address and determines permissions (whether you are a student or instructor user), whereas your institutional account is set up by your library and may use IP, Shibboleth, library card access, or use login credentials, and will be used by all patrons at your institution to grant access to the case study collection. Personal account sign in will only display once you are logged in with an institutional account.

### What if I don't have a Bloomsbury.com account?

A Bloomsbury.com account is required in order to access Teaching Notes on Bloomsbury Fashion Central. Visit '[Create an account](#)' to set one up with just a few clicks.

Once you have signed up, you will receive an email from [noreply@bloomsbury.com](mailto:noreply@bloomsbury.com) confirming your registration.

Please note that your account has not been authenticated to access Teaching Notes at this stage. Access to Teaching Notes should be requested by your librarian, who will have been offered this option when your institution first subscribed to the collection.

If you are an instructor who needs to request access to Teaching Notes individually, please refer to '[What if I have a personal account, but it isn't authenticated?](#)' below.

## Signing in with your authenticated personal account

When viewing a business case, **before** logging into your authenticated personal account, you will see a locked notice prompting you to **Sign In** with your personal account:

5. How do business stakeholders and consumers measure the return on investment from implementing a Blockchain ledger?

**Teaching Notes**

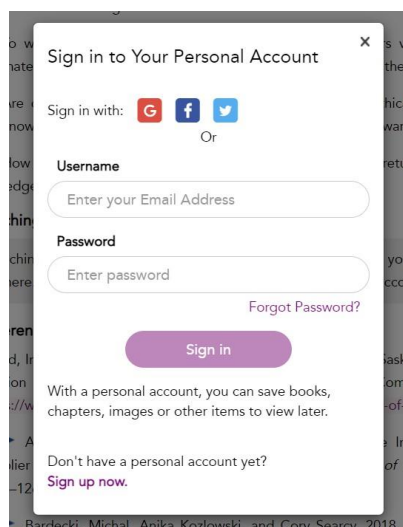
Teaching Notes are only available for authorized instructors. If you have an instructor account already, please [Sign In](#) here. If you are an instructor but don't have an authorized account yet, then please [contact us](#) to request one.

**References and Further Reading**




Amed, Imran, Anita Balchandani, Marco Beltrami, Achim Berg, Saskia Hedrich, and Felix Rölken. 2018. "The State of Fashion, 2019: A Year of Awakening." McKinsey & Company, November. Accessed April 18, 2019.

Note: The same restriction will be applied if you download a PDF of the case. You will not be able to see the contents of the Teaching Notes, instead you will see a notice prompting you to sign in.

Clicking the **Sign In** link on the case page will take you directly to the personal account sign in page:



Sign in to Your Personal Account

Sign in with:   

Or

Username

Enter your Email Address

Password

Enter password

[Forgot Password?](#)

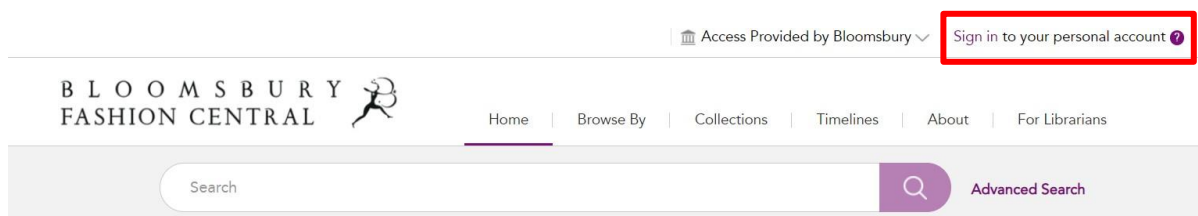
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Here you should enter your Bloomsbury.com account details. You can also reset your password on this page if required by clicking 'Forgotten password?' and entering your email address. If you have an authenticated instructor personal account, this will provide you with a link to Bloomsbury.com to reset your account.

Alternatively, you can navigate to the personal sign in page from anywhere on the site using the top navigation:



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## After signing in

You should now be able to view the contents of the Teaching Notes within the case page:

5. How do business stakeholders and consumers measure the return on investment from implementing a Blockchain ledger?

### Teaching Notes

The case is arranged so that students may consider strategic business issues associated with a fashion brand of sufficient size to have global reach. This brings into consideration differences in the approaches required for Asian markets including the more advanced adoption of digital by Chinese consumers (for example, WeChat, Alibaba, YoHo, and so on). It also requires students to consider the importance of environmental, social, and governance (ESG) issues on a large corporation that has consumers focused on those issues.

The authors have left the product categories open to allow for distinctive arguments around fashion clothing, accessories, footwear, and beauty products to be considered.

You will now also be able to view the contents of Teaching Notes in Printed notes and the PDF download.

## What if I have a personal account, but it isn't authenticated?

If you have attempted sign in using your Bloomsbury.com account and your credentials are not recognized, this means that your account has not yet been authenticated as an instructor.

Please [Contact Us](#) with the inquiry **Change of Details**. Please include your full name, institution name and role. A member of our Sales team will notify you once your access has been authenticated within 48 hours.

If you have successfully signed in to a personal account but it is not yet authenticated, you will receive the below message when trying to access Teaching Notes:

### Teaching Notes

You are not currently authorized to view Extended Teaching Notes. If you are an instructor please [contact us](#) to authorize your personal account.

Please check that you are signing in with your Bloomsbury.com account. Other types of personal account cannot be set up to access Teaching Notes.

If you continue to have issues accessing Teaching Notes, please [Contact Us](#) with the inquiry **Change of Details**. Please include your full name, institution name and role.