



How to Access Teaching Notes

Each of the cases in Bloomsbury Fashion Business Cases contains Teaching Notes. Teaching Notes are exclusive guides to teaching the business case, 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 locked 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 subscribed to Bloomsbury Fashion Business Cases, your librarian will have supplied Bloomsbury with a list of instructors who require access to Teaching Notes (with the instructors' permission). Bloomsbury will then have set up authenticated personal accounts for each individual instructor with their institutional email addresses on Bloomsbury.com. You will have received an email from noreply@bloomsbury.com asking you to choose a password and activate your account at this time.

Alternatively, if you already had an existing personal account on Bloomsbury.com, we will have authenticated your existing account to grant you access to the Teaching Notes.

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.

Signing in with your personal account

When viewing a 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

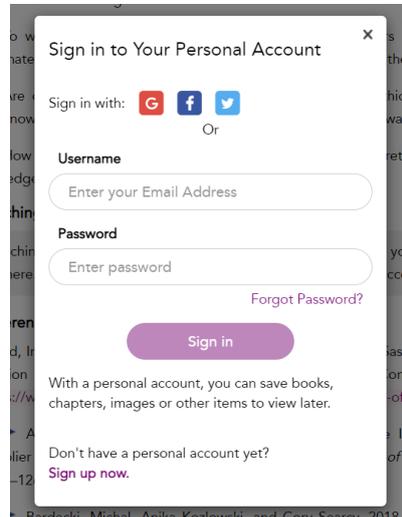
Teaching Notes are only available for authorized instructors. If you have an instructor account already, please **Sign In** here. If you are an instructor but don't have an authorized account yet, then please **contact us** to request one.

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.

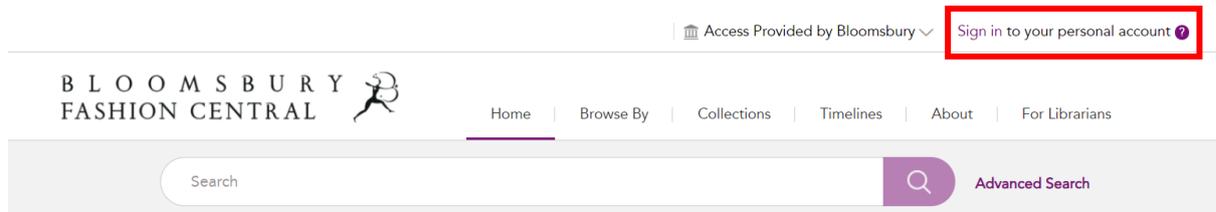
Note: The same restriction will be applied if you download a PDF of the case. You will not be able to see the contents of the Teaching Notes, instead you will see a notice prompting you to sign in.

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



Here you should enter your email address and password. 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:



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 don't have a personal account?

If you or your Librarian have not created a personal account, then 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 with 48 hours.

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

If you have signed in to your 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 [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 with 48 hours.