

Ivey and ISB congratulate the winners of the 2010 ISB-Ivey Case Competition. The Top 10 cases for 2010 are:

Rank	Title of the Case Study	Faculty Author	Business School
1	PEPSI-BASIX Partnership: Promoting Livelihoods through Contract Farming of Potato in Jharkhand India	Gita Bajaj and Neelu Bhullar	Management Development Institute (MDI), Gurgaon
2	Dr Amita Joshi at Samuel Drugs	Anup K Singh	International Management Institute(IMI), New Delhi
3	ABC Energy Limited - Culture and Formalization	Rajen K Gupta	Management Development Institute (MDI), Gurgaon
4	The Goli Vada Pav Story So Far	Sonia Mehrotra	Vaishnav College for Women, Chennai
5	Managing Customer Relationships in Offshore Outsourcing: A Case Study of an Israeli Consulting Firm B2Bcs (Creative Solutions)	Sangeeta Bhardwaj	Management Development Institute (MDI), Gurgaon
6	Microsoft's Go-To-Market Strategy for Azure in India	Deepa Mani	Indian School of Business (ISB), Hyderabad
7	Marketing Health Insurance for BoP Population: Krupa Arogya Suraksha	S R Asokan	Institute of Rural Management Anand (IRMA)
8	HR as Transformation Partner: The Case of Maruti Suzuki India Ltd.	Asha Bhandarker	Management Development Institute (MDI), Gurgaon
9	Bosch Group in India: Challenges in aligning with the changes in the global organisation	Abhoy K Ojha	Indian Institute of Management (IIM), Bangalore
10	Impulsesoft - 'Music in the Air'	K Balakrishnan	Asian School of Business, Trivandrum