



** SABIS® Focus of Case Study for Harvard Business School**

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For Immediate Release

SABIS® was recently the focus of a **Harvard Business School** case study. Entitled **SABIS® - A Global Educational Venture From Lebanon**, the case study highlights the international company and its audacious strategic growth targets for business school students studying the growth and expansion of global entrepreneurial ventures.

The case study method has been used consistently as an instructional tool at the Harvard Business School since 1919, with development of the approach emerging just after the turn of the century. Case studies have been compiled over the past decades by researchers who have actively pursued and investigated thousands of companies, both large and small. The studies are then used to give students an opportunity to apply their business acumen to real-life scenarios.

The SABIS® case study was researched and written by Daniel Isenberg, PhD, former Harvard Business School professor and prolific author of case studies of global entrepreneurship. In researching the case, Isenberg extensively interviewed SABIS® co-founders, Ralph Bistany and Leila Saad, and SABIS® President, Carl Bistany.

"We are very pleased to be featured in a case study for the Harvard Business School. SABIS® has treated education as a business since it started operating its first school in 1886," stated Carl Bistany. *"It has always made sense to us to subject the industry to the same market forces that influence any other service industry. Our success, like any other burgeoning business, comes from meeting the needs and expectations of our customers and staying on the cutting edge so that we can continue to meet their needs in the future."*

Isenberg, who recently joined Babson College as Professor of Management Practice, will premiere the SABIS® case study at Reykjavik University in Iceland on December 4th, 2009.

"The very fact that SABIS® operates over 70 schools in 15 different countries, including eight charter schools in the US, yet was conceived of and started just outside of Beirut, Lebanon, shows the entrepreneurial spirit at its best," commented Professor Isenberg, *"and can serve as an inspiration to entrepreneurially-minded students everywhere in the world."*

SABIS® now joins a pool of companies like Yahoo, Cisco, Procter & Gamble, Coca-Cola, and General Mills, all of whom have lent their experience to help mold future generations of global business leaders through case studies.

To purchase the SABIS® case study and read it in its entirety, visit <http://harvardbusiness.org/search/sabis/>.

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