

## CEIBS-Wharton Cases

Case collection update – June 2006

### WINGSBOOK

<b>ECCH</b>	806-028-1
<b>Reference No.</b>	
<b>Teaching Note</b>	806-028-8
<b>Author</b>	Wang, Zhou; Pape, Maura; Lambos, Elizabeth
<b>Setting</b>	2005 Service China 10 employees
<b>Topic</b>	Book selling; Business model; Supply chain; Entrepreneurship; Personnel; China; Education market
<b>Pub. Year</b>	2006
<b>Length</b>	12 page(s)
<b>Source</b>	FIELD
<b>Abstract</b>	This case examines Wingsbook, a Chinese start-up company headed by Mr Li. The company's innovative business model consists of making custom book recommendations to executives of companies. The company also publishes reading lists and is beginning to open bookstores at business schools. Wingsbook faces supply chain issues because of unpredictable state-owned enterprises. The company has also had trouble retaining talented employees.