

Winning case spotlight webinar

January 27, 2021
10:00 am ET



Russian River Brewing Company in 2016: Positioning Pliny the Younger Craft Beer for Growth

Sergio Canavati, Sonoma State University
Armand Gilinsky, Sonoma State University
Jeffrey Young, Sonoma State University

The *Case Research Journal* hosts a series of online conversations with the authors of award-winning and top performing case studies. Each conversation will spotlight how the author researched and wrote the case, how they overcame difficulties in developing the case and instructor manual, how they responded to reviewer feedback, and what they have learned from teaching the case.

On January 27, the Case Research Journal will host Sergio Canavati and Armand Gilinsky Jr., authors of "Russian River Brewing Company in 2016: Positioning Pliny the Younger Craft Beer for Growth," which won the 2019 Curtis E. Tate Award. Sergio Canavati is an associate professor of entrepreneurship at Sonoma State University. Armand Gilinsky, Jr. is the F.J. Korbel and Bros. Professor of Wine Business at Sonoma State University, where he has taught strategy and entrepreneurship since 1994. Eric Dolansky, Associate Professor of Marketing with the Goodman School of Business at Brock University, and Associate Editor of the Case Research Journal, will be hosting the conversation with Sergio Canavati and Armand Gilinsky.

Register to attend this free 60-minute webinar at
<https://bit.ly/jan27crj>

To best prepare for the session, please access an educator copy
of this Case & Instructor Manual at
<https://hbsp.harvard.edu/product/NA0550-PDF-ENG>.



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