

The Case Study Handbook How To Read Discuss And Write Persuasively About Cases

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~~The Case Study Handbook: How to Read, Discuss, and Write ...~~

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The business case study is a powerful learning tool. This practical guide provides students with a potent approach to: Recognize case situations and apply appropriate tools to solve problems, make decisions, or develop evaluations; Quickly establish a base of knowledge about a case; Write persuasive case-based essays; Talk about cases effectively in class

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...Case Studies/ Briefing Paper Pages 1 , to 3 are adapted from: Cameron S, (2002), Business Student's Handbook, Prentice Hall, Essex We are going to look at how to use a case study to solve a problem.

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~~The Case Study Handbook : How to Read, Discuss, and Write ...~~

In the social and life sciences, a case study is a research method involving an up-close, in-depth, and detailed examination of a particular case. For example, a case study in medicine may examine a specific patient a doctor treated, and a case study in business might study a particular firm's strategy. Generally, a case can be nearly any unit of analysis, including individuals, organizations, events, or actions. Case studies can be produced by following a formal research method. These case stud

~~Case study—Wikipedia~~

Early chapters show how to classify cases according to the analytical task they require (making a decision, performing an evaluation, or diagnosing a problem) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework.

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