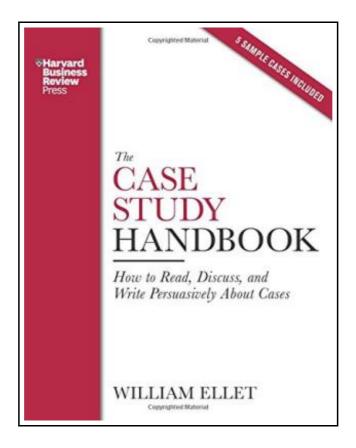
# The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases



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### Reviews

Very beneficial to any or all class of individuals. It is rally interesting throgh looking at time. You will not feel monotony at at any time of your time (that's what catalogs are for concerning in the event you question me).

(Dr. Dallas Reinger IV)

## THE CASE STUDY HANDBOOK: HOW TO READ, DISCUSS, AND WRITE PERSUASIVELY ABOUT CASES



Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases, William C. Ellet, If you're enrolled in an executive education or MBA program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying, challenging, or downright frustrating. In "The Case Study Handbook", William Ellet presents a potent new approach for analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (solving a problem, making a decision, or forming an evaluation) 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. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Extensive examples of effective and ineffective writing further reinforce your learning. The book also includes a chapter on how to talk about cases more effectively in class. Any current or prospective MBA or executive education student needs to read this book.

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