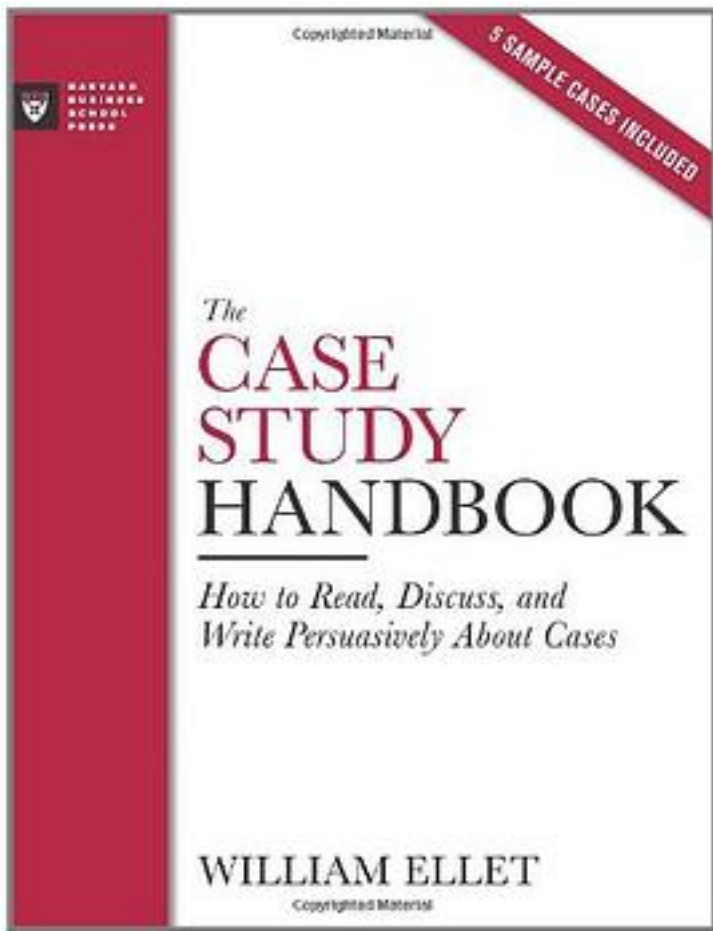


The Case Study Handbook



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著者:William Ellet

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在线阅读本书

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.

作者介绍:

William Ellet is principal and editor of Training Media Review, a review of business training content and technology, for both live and online training. He has taught students for years about how to read, analyze, and write about business cases in the pre MBA and MBA programs at Harvard Business School.

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