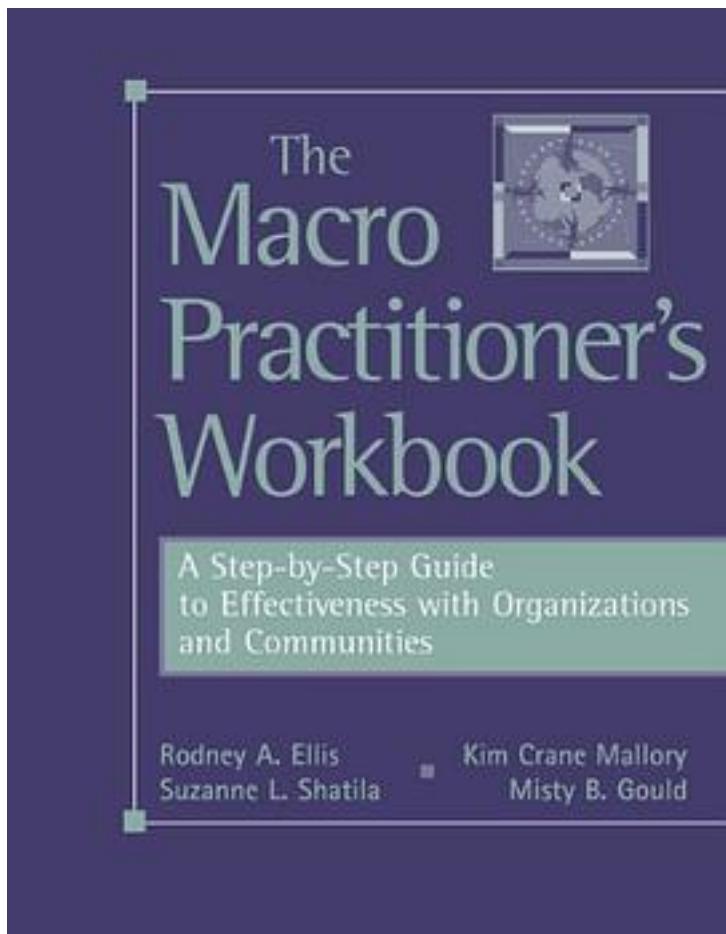


The Macro Practitioner's Workbook



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With this workbook-style text, students have a tool with which they can gain realistic, hands-on experience with several of the foundational functions of macro practice. Its four flexible units each contain case studies and numerous exercises that help them

learn specific tasks affiliated with macro practice, such as developing a strategic plan and formulating a budget. As students complete each chapter, they build up a "portfolio" that demonstrates their proficiency in these areas.

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