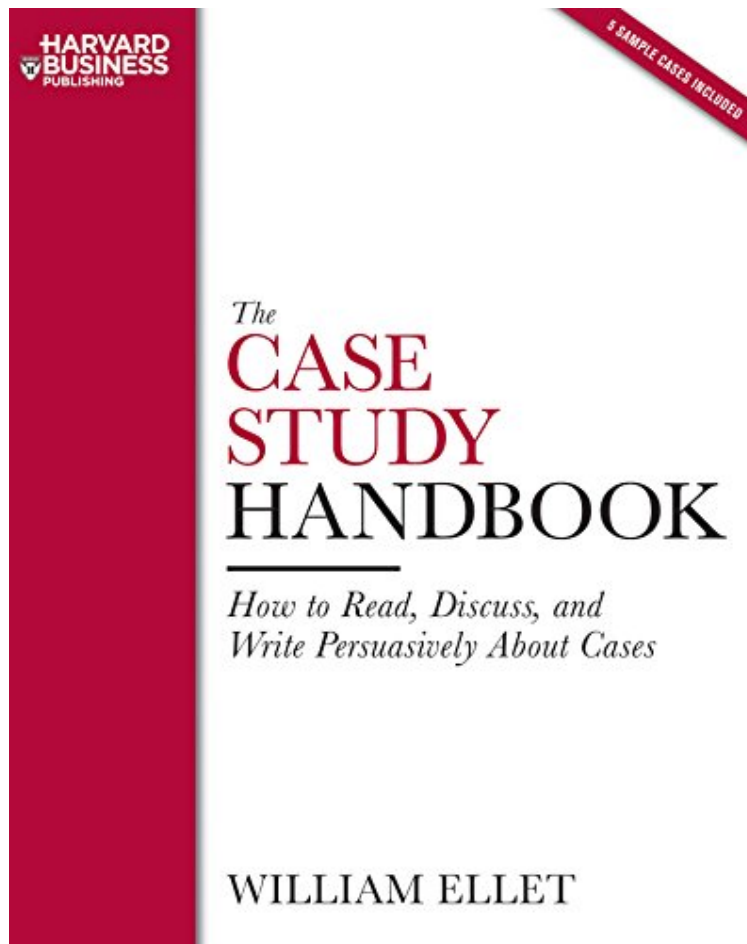


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The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases

William Ellet

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was as expected!

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.

From the Back Cover 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 analyzing cases and writing about them challenging or frustrating. That's not surprising—cases are not simple narratives, and good ones are typically nonlinear and can even be purposefully misleading. Apply the conventional approach to understanding business cases, and you may waste time (at best) and arrive at weak or meager conclusions (at worst). The Case Study Handbook presents a powerful new approach for analyzing, discussing, and writing about cases. By using sample Harvard Business School cases, you'll master a number of useful topics, including: How to recognize case situations and apply appropriate tools to solve problems, make decisions, or develop evaluations How to quickly establish a base of knowledge about a case How to write persuasive case-based essays How to talk about cases effectively in class This book also includes strategies and templates to help apply this new framework. Extensive examples of effective writing further reinforce your learning. A vital resource, The Case Study Handbook is a must read for anyone about to tackle the business case. About the Author William Ellet is principal and editor of Training Media , 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.