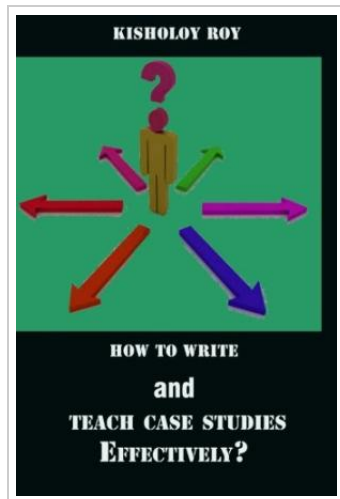




How to Write and Teach Case Studies Effectively? (Paperback)

By Kisholoy Roy

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.It is a known fact that case based teaching has always been found to facilitate two way learning in class and have contributed to the healthy development of future professionals for it is one tool that makes student apply, think and come out with solutions and appreciate situations. This book will definitely bring forth positive results in the context of case based education. The cases mentioned in this books are from the marketing stream of management only. Individuals who are interested to know about the nuances of case writing and develop themselves as good case writers and teachers who wish to have the right approach to case based teaching in classes will find this book extremely useful.

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