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The Case Method: Road map for how best to study, analyze and present cases

Nils Randrup

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If you want to know how to become best-in-class at solving cases, this book is right for you. This book lays out a best-practice case analysis model, with advice on all the steps from reading and analyzing to presenting the case solution. The case study model is based on synthetic and best-practice academic research of the use and experience with case studies from a number of top business schools (e.g. Harvard and INSEAD), management consulting companies (e.g. McKinsey and Deloitte), and business school/executive students around the world. The model has been tested successfully in practice on 200+ business students, giving students using the roadmap signficantly higher grades than students not using it. This approach is what makes this book unique, and to the best of our knowledge, no other book on the market today can claim the same.
So, if you want to know what it takes to successfully solve a case, get high grades for the case report and participation in the case discussion, or successfully solve a case during a job interview, then this book is for you. The book includes the newest thinking on what cases can be used for and how to best study a case. It is made especially for case students and includes an outline of how to learn from cases, and a step-by-step process of how best to study, analyze and solve cases.
This book is essential for students who want to become better at making good professional strategic decisions, who want to have a formal structure for how to approach a case, and who want to get higher grades. However, the book is just as important for teachers who want to become better at coaching students in how to get the maximum value out of case studies. The target audience for this book is therefore executive-, university- , MBA- and undergraduate students and professors, as well as course coordinators, teachers, case instructors and case researchers working with cases. It is also relevant for executives who want a blueprint for how they should structure their strategic decision-making, or people interviewing with companies, that use cases and case analysis as part of the hiring process.

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