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*In response to a Congressional mandate, the National Research Council conducted a review of the SBIR program at the five federal agencies with SBIR programs with budgets in excess of \$100 million (DOD, NIH, NASA, DOE, and NSF). The project was designed to answer questions of program operation and effectiveness, including the quality of the research projects being conducted under the SBIR program, the*

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***commercialization of the research, and the program's contribution to accomplishing agency missions. This report describes the proposed methodology for the project, identifying how the following tasks will be carried out: 1) collecting and analyzing agency databases and studies; 2) surveying firms and agencies; 3) conducting case studies organized around a common template; and 4) reviewing and analyzing survey and case study results and program accomplishments. Given the heterogeneity of goals and procedures across the five agencies***

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***involved, a broad spectrum of evaluative approaches is recommended.***

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***concepts, and how to plan and design interfaces for mobile, desktop, voice, and beyond. You will learn to reuse and remix your valuable content assets to meet the needs of today and the opportunities of tomorrow. Discover a design method that starts with content, not pixels. Master the interplay of content strategy, content design, and content management as you bring your product team closer together and encourage them to think content first. Learn how to Model your content and its underlying subject domain Design digital products that scale***

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***without getting messy Bring a cross-functional team together to create content that can be efficiently managed and effectively delivered Create a framework for tackling content overload, a multitude of devices, constantly changing design trends, and siloed content creation***

***Business frameworks sit at the heart of every successful business. They add structure and clarity to business problems and can help practitioners overcome the everyday challenges they face. The Business Models Handbook***

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***brings together the most helpful and widely used templates and frameworks into a single, invaluable resource. Each chapter focuses on an individual business framework, giving an overview of 50 of the best known frameworks and how it will help an organization grow and be profitable. Each supported by a real-world case study, these include ANSOFF matrix, Price-Quality-Strategy model, Stage-Gate model, Service Profit Chain and many more. Authored by a leading global market researcher with a background working on over 3,000 different***

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***research projects, The Business Models Handbook is an invaluable resource for any student or professional. Online resources include lecture slides that align with each chapter.***

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***book, produced by Manhattan GMAT™ one of the leading names in GMAT preparation™ to ready you for the challenges you™ face as a newly-minted MBA candidate. Case Studies & Cocktails will be your go-to guide as you prepare to enter your MBA program and throughout your time at b-school. The authors™ MBAs themselves™ have drawn on their own experiences and interviewed current students for the inside scoop on every aspect of b-school, from telling the boss you™re going back to school to balancing wine and cheese in one***



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***hand while networking. The result is both a handbook for the social side of school and an academic primer on the material youâ€™TMll have to master. The book even includes a glossary of need-to-know jargon, so you wonâ€™TMt feel lost when classmates start slinging around acronyms.***

***CaseBase***

***Templates, Theory and Case Studies***

***Case Studies in Business Ethics***

***Case Study Methods***

***Case Studies in Work, Employment and Human***

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## ***Resource Management*** ***The Business Models Handbook*** ***Project Methodology***

Published in association with the Bordeaux College of Business, this groundbreaking book applies business pedagogy s powerful learning tool to the unique challenges of wine business management. Within are thirteen cases drawn from the examples of real business success and calamity by an international group of respected wine business scholars.

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In this introduction to understanding, researching and doing case studies in the social sciences, Hamel outlines several differing traditions of case study research including the Chicago School of Sociology, the anthropological case studies of Malinowski, and the French La Play school tradition. He shows how each developed, changed and has been practiced over time. Suggestions for the practice of case studies are made for the novice reader and an additional feature is the extensive bibliography on case study

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methods in social science to allow for further exploration of the topic. The authors explore three ways of conducting causal analysis in case studies. They draw on established practices as well as on recent innovations in case study methodology and integrate these insights into coherent approaches. They highlight the core features of each approach and provide advice on each step of the research process.

The book is a collection of cases for management students and other interested

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readers. It includes both long and short cases. The focus of the first three cases is project management including the one about managing risk. They are semi-solved but the case questions try to explore issues raised during the course of design or implementation of a given solution. The next one deals with the management of change. The fifth one is concerned with looming profitability. The goal of the rest of the cases is management information systems (MIS). Consequently, e-commerce and knowledge management are

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talked about. Some are discussing generic business issues. Thus, a range of subjects makes the collection useful for a variety of audience.

Case Studies for Business English

The Case Study Companion

Human Resource Case Studies

How to Do Your Case Study

The Case Study Handbook, Revised Edition

Project Management

International Business Case Studies For  
the Multicultural Marketplace

The ever expanding market need for

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information on how to apply project management principles and the PMBOK® contents to day-to-day business situations has been met by our case studies book by Harold Kerzner. That book was a spin-off from and ancillary to his best selling text but has gained a life of its own beyond adopters of that textbook. All indications are that the market is hungry for more cases while our own need to expand the content we control, both in-print and online would benefit from such an expansion of project management "case content". The authors propose to produce a book of cases that compliment Kerzner's book.

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A book that offers cases beyond the general project management areas and into PMI®'s growth areas of program management and organizational project management. The book will be structured to follow the PMBOK in coverage so that it can not only be used to supplement project management courses, but also for self study and training courses for the PMP® Exam. (PMI, PMBOK, PMP, and Project Management Professional are registered marks of the Project Management Institute, Inc.) It has been decades since many business schools outside India adopted the case study methodology for teaching almost all branches



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of management studies. This trend has been seen in India, too, where top management institutes have implemented the case study-based methodology as an important pedagogical tool in business education. The major issue in India, however, is a severe shortage of Indian case studies through which business schools can provide industry insights to students. This volume fills that gap. It has twenty Indian cases related to different aspects of business management. The cases cover some of the prominent disciplines of management like marketing, finance, human resource management, strategy management,

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operations management, accounting, and mergers and acquisitions. These cases best serve the purpose of adoption of 'case methodology' in classroom teaching or online lecture sessions for the faculty and students of business management.

Covers business case studies focused on issues in emerging markets and emerging industries across the globe.

Case Studies for Business English is designed for students of Business English in universities and vocational colleges.

Studying case studies enables students to develop their analytical skills, critical and

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strategic thinking, understanding of business theory, business knowledge, and business communication skills. Students also enhance their ability to use and select the correct tool for business communication at the right time. They practice, experiment, get feedback, and gain practical skills. Case Studies for Business English is a course that is engaging, motivating, and pragmatic. Each unit contains an original case study text, exercises to develop understanding and communication of business tools and strategy, a step-by-step approach to case study analysis and report writing, as well as role

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plays and tips on developing businesscommunication skills for presentations and meetings. In addition, students can benefit from a full reference section with a step-by-step checklist for case study analysis, a guide for exam assessment, a selection of supplementary case study texts, and an answer key.CEFR level B2/C1

The "Now What?" Guide to Surviving Business School

Wine Business Case Studies

A Student's Guide

Business Information Guide

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## Designing Case Studies

Teaching, Learning and Writing Business Case Studies

Managers and supervisors will sharpen their analytical and decision-making skills with this new collection of fully reproducible case studies. Based on actual, real-life situations, these exercises prepare supervisors and team leaders for the challenging problems they face in today's complex workplace. Each case study includes: Summary of the case; Discussion questions which evoke thought

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and analysis; Suggested solutions to the problems presented. Training Objectives: Improve participant's listening skills; Empower employees to negotiate; solutions fairly; Provide opportunities for participants to practice new skills in a supportive environment; Illustrate the skills needed to respond productively to complex issues. Activities Cover: Performance appraisal; Managing effectively; Sexual harassment/discrimination; Managing disruptive employees; Coaching/counseling employees; Hiring the right person

This book is an essential resource for facilitators

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seeking to help students develop their knowledge of management practice in Italy. It presents a collection of the best case studies and accompanying teaching notes from the Italian Association for Management Development (ASFOR) competition in 2014. The cases are written by teachers across many of the members of ASFOR in Italy, leading business schools, corporate universities and academia. Knowledge gained by professionals often remains implicit and is rarely shared. By grouping together the award-winning case studies in this volume, readers can gain an important insight into how

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management is conducted in Italy. This collection shines a light on management practices across several industries. The Italian economy differs from others in that it is one in which small and family-run businesses dominate, and the relationship between the private sector and public life is unique. As a result, The Italian Model of Management provides the opportunity for students to enlarge the Anglo-Saxon model and perspective of management, and to offer cross-cultural learning experiences, based on the distinction of a “Made in Italy” competitive advantage. Each case provides an engaging story,



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plots the strategic development of the organization in question, and is supported by online teaching guidance and teaching notes.

This collection of best practice examples of business teaching should inspire and inform those involved in the improvement of teaching in higher education.

Assembled by the Learning and Teaching Support Network the examples are drawn from institutions throughout the UK including: The Open University, Sheffield Hallam, City University, St Andrews, Brighton, De Montfort, Liverpool John Moores, Glasgow, Leeds Met and Plymouth. Individual case

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studies focus on everything from the use of action learning, resource based learning, using technology and peer assessment to the development of a knowledge management system.

Open source is not only a catalyst for small business growth, but also a driver of future success for many startups today. Bringing together Bluehost anonymized customer data and trends with O ' Reilly Media ' s job market data, along with other sources of trend data, this report captures the current state of open source as it relates to small to medium-sized businesses.

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Business Case Studies

Economic Impact of Open Source on Small  
Business: A Case Study

The Case Study Handbook

An Assessment of the Small Business Innovation  
Research Program

How to Read, Discuss, and Write Persuasively about  
Cases

Case Studies on Women in Business

The Challenge of Participation

***The Case Study method of teaching and  
learning, adopted by business schools and***

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***management centres globally, provides an important function in management education, but employing it effectively can often be a challenge. This book provides practical insights, tools and approaches for both case teaching and writing, drawing on perspectives from expert practitioners around the world. This book aims to critically examine different approaches to using case studies in group-based, participant-centred learning environments, exploring good practices for case teaching and learning. It provides guidance for case writers on various approaches to structuring case data, presentational formats,***

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***and the use of technology in the construction of different types of cases. It also demonstrates the use of the case method as a tool for assessment, supporting students' own development of cases to showcase good practice in organisations. The final section of this book showcases some of the resources available, providing links and reviews of additional material that can support future case teaching and writing practice, including publication. The Case Study Companion is designed for lecturers using cases within their teaching across all management disciplines, as well as those training for Professional***

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***Development and Management Education qualifications. It will also be useful for postgraduate, MBA and Executive Education students wanting to make the most of case studies in their learning and assessments. This volumes has multidisciplinary Indian case studies from different areas of managment like finance, human resource management, marketing, and strategic operations management.***

***This book provides an understanding of innovation models and why they are important in the business context, and considers sources of innovation and how to apply business***

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***frameworks using real-world examples of innovation-led businesses. After providing a solid background to the key concepts related to innovation models, the book looks at why innovation takes place and where the sources of innovation lie, from corporate research to crowd-sourced and government-funded initiatives. Innovation models across manufacturing, services and government are explored, as well as measuring innovation, and the impact of design thinking and lean enterprise principles on innovation and sustainability-driven imperatives. Offering a truly comprehensive and global approach,***

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***Business Innovation should be core or recommended reading for advanced undergraduate, postgraduate, MBA and Executive Education students studying Innovation Management, Strategic Management and Entrepreneurship.***

***This comprehensive book offers a fascinating set of over 40 evidence-based case studies derived from international research on work, employment and human resource management (HRM).***

***How Executive Input Enables Students' Development  
A Guide for Students and Researchers***



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***Explanatory Approaches in Small-N Research  
50 Short Case Studies in Business Management  
(UUM Press)***

***Conducting Case Study Research for Business  
and Management Students***

***Applying Data Science***

***50 Case Studies for Management & Supervisory  
Training***

*The Higher Education Institutions that run business management programs in Malaysia is under severe criticism from industry that the passing out management graduates do not have adequate practical exposure to the industry and lack of practical skills to deal industrial*

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*issues proactively as the catalyst of change. This indicates that the traditional management education curriculum, as presently constituted, may not be adequately preparing individuals for the challenges they experience as professional managers. To deal with this issue, many management institutes are adopting case study as a pedagogy, a hypothetical or actual business situation to formulate a recommended policy or decision based on the facts and figures provided, to induce practical exposure to the students by simulating case situations, which improve students analytical skills and decision-making skills. A case study in business management course is a rigorous analysis of an incident,*

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*situation, person, crisis or any such phenomenon or concept, in relation to industry, business or people in the organisations.*

*"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the*

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*ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"-- This Sourcebook helps the students to develop the international perspective that is requisite in business today. This book is a collection of original case studies and exercises that teaches how to work effectively and comfortably with individuals who may not share the same belief systems, values, or communication styles. The material in this book covers many of the potential problem areas that confront international managers and domestic managers working with different ethnic groups. These include human resource issues, financial and economic situations that cause stress, and consumer behavior in*

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*new and unfamiliar environments. "Sourcebook" emphasizes some of the issues and concerns students need to be aware of when dealing with other cultures, and the importance of studying in-depth the culture, history, politics, and geography of an area.*

*In Case Study Research, Bill Lee and Mark Saunders describe the properties of case study designs in organizational research, exploring the uses, advantages and limitations of case research. They also demonstrate the flexibility that case designs offer, and challenges the myths surrounding this approach. Ideal for Business and Management students reading for a Master's degree, each book in the series may also serve as reference*

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*books for doctoral students and faculty members interested in the method. Part of SAGE's Mastering Business Research Methods series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support students by providing in-depth and practical guidance on using a chosen method of data collection or analysis. Watch the editors introduce the Mastering Business Research Methods series and tell you more about the first three books.*

*Case Studies of Successful Innovation  
Strategic Management Accounting  
Learning and Teaching for Business*

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*Indian Business Case Studies Volume II*

*A Case Study Approach*

*Case Studies & Cocktails*

*Case studies in global business*

*Most business schools use case studies in their courses.*

*However, these are typically based on past cases and assigned to students to solve. This book describes a new approach for teaching with case studies, which was developed and applied successfully at TUM School of Management. In this approach, student teams write and solve their own case study on a topic concerning current and future businesses. A case can thus be on their own startup or a strategic decision of existing companies. During the course, the students receive intensive*

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*coaching while selecting and developing the case topic by the course advisors as well as feedback by industry experts and executives for whom the case is actually a burning question. The authors present 17 cases covering strategic questions for startups and technology companies such as Deutsche Post, BMW, Ryanair, Lufthansa, Stadtwerke München, Fielmann, adidas, Siemens, Caribou Biosciences, eon, Airbus, Unicredit and UBS.*

*The guide all MBAs and executive education students need. If you're enrolled in an MBA or executive education 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 and time-consuming. In*



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*The Case Study Handbook, Revised Edition, William Ellet presents a potent new approach for efficiently analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (making a decision, performing an evaluation, or diagnosing a problem) 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. Examples of effective writing further reinforce the methods. The book also includes a chapter on how to talk about cases more effectively in class. Any current or*

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*prospective MBA or executive education student needs this guide.*

*This accessible text introduces students and researchers to the basics of case study research, using a wide range of real-life examples. It deals with the core issues and methods that anyone new to case study will need to understand: What is a case study? When and why should case study methods be used? How are case studies designed? What methods can be used? How do we analyze our data and write up our case?*

*This comprehensive guide presents specific, real-life examples of the strategies and tactics used by some of the world's most successful international businesses and organizations to excel in the global marketplace. Divided into six major sections, this*

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*important book features more than 30 case studies that span critical issues of international business--globalization; negotiation; marketing; product/service quality; joint ventures and strategic alliances; and culturally diverse workforces. Each case study focuses on a particular company, region, or management style to clearly illustrate proven techniques for capitalizing on the cultural diversity of people, products, and markets. With contributions from more than two dozen business executives and professors, spanning the globe from Japan, to Germany, China to Mexico, this casebook provides a broad spectrum of current and future approaches to achieving international and cross-cultural business success.*

*Cultural Sourcebook and Case Studies*

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*Case Studies in Strategic Management*

*Business Innovation*

*Case Study Research for Business*

*International Business*

*A Practical Guide*

*Case Studies in Business Finance and Financial Analysis*

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instructors here The only case study  
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students of Business and related  
disciplines. Using a step-by-step  
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takes you right through the case study**

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*research process from research design and data collection using qualitative and quantitative methods, to research analysis, writing up and presenting your work. Key features: - Takes a multidisciplinary approach to case study research design by drawing on research philosophies to improve student understanding of these critical research traditions and hence provide firmer theoretical foundations for their research - Coverage of contemporary topics such as research ethics and access - Packed with*

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*practical examples from all areas of business - Pedagogical features include vignettes, exercises and 'cases' which directly relate to business research Case Study Research for Business will prove a valuable resource for undergraduate, postgraduate and research students of business and related disciplines. Provides an approach for analyzing, discussing, and writing about cases. This book shows how to classify cases according to analytical task they require (solving a problem, making a decision, or forming an*

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*evaluation) and establish a base of knowledge about a case. It shows how to talk about cases in class.*

*Case Studies & CocktailsThe "Now What?" Guide to Surviving Business SchoolSimon and Schuster*

*See how data science can answer the questions your business faces! Applying Data Science: Business Case Studies Using SAS, by Gerhard Svolba, shows you the benefits of analytics, how to gain more insight into your data, and how to make better decisions. In eight entertaining*

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*and real-world case studies, Svolba combines data science and advanced analytics with business questions, illustrating them with data and SAS code. The case studies range from a variety of fields, including performing headcount survival analysis for employee retention, forecasting the demand for new projects, using Monte Carlo simulation to understand outcome distribution, among other topics. The data science methods covered include Kaplan-Meier estimates, Cox Proportional Hazard Regression, ARIMA models, Poisson*



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*regression, imputation of missing values, variable clustering, and much more!*

*Written for business analysts, statisticians, data miners, data scientists, and SAS programmers, Applying Data Science bridges the gap between high-level, business-focused books that skimp on the details and technical books that only show SAS code with no business context.*

*A Selection of Case Studies*

*Plan and Model Digital Products for Today and Tomorrow*

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### ***Indian Business Case Studies Volume VI Business Case Studies Using SAS Designing Connected Content Teaching with Cases Case Studies***

This book serves as a guide to strategic management accounting. It introduces new and useful concepts on how to collect, analyse, and evaluate options to enable managers to steer corporate directions and write strategic plans for the long-term success of the corporation. Starting with basic techniques and the latest strategic

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management approaches, the book then presents cases that show the techniques employed step by step. By demonstrating how easily the ideas can be translated into action, it is a valuable resource for business practitioners, as well as for students taking advanced management accounting courses. A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project

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Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-

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edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling.

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Case method teaching immerses students in realistic business situations--which include incomplete information, time constraints, and conflicting goals. The class discussion inherent in case teaching is well known for stimulating the development of students' critical thinking skills, yet instructors often need guidance on managing that class discussion to maximize learning. Teaching with Cases focuses on practical advice for

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instructors that can be easily implemented. It covers how to plan a course, how to teach it, and how to evaluate it. The book is organized by the three elements required for a great case-based course: 1) advance planning by the instructor, including implementation of a student contract; 2) how to make leading a vibrant case discussion easier and more systematic; and 3) planning for student evaluation after the course is complete. Teaching with Cases is ideal for anyone interested in case teaching, whether basing an entire course on cases, using cases as a supplement, or simply

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using discussion facilitation techniques. To learn more about the book, and to see resources available, visit

[teachingwithcases.hbsp.harvard.edu](http://teachingwithcases.hbsp.harvard.edu).

Drafting Mauritania's PRSP.

Case Studies in Project, Program, and

Organizational Project Management

The Italian Model of Management

A Practical Guidebook with Case Studies

Thirteen Cases from the Real World of Wine

Business Management

HBR Guide to Building Your Business Case