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Autore	Gwee June
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Sommario/riassunto	This book deconstructs the case study, describes the case writing process and explains how a good case study is composed. It is a reference book that accompanies case writers on their case writing journey. It serves as a guide for writers to develop case studies for teaching, research, and knowledge-capture. There are illustrations and charts to help writers visualise concepts, signpost ideas, break down complex information and apply techniques in a practical manner.