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Altri autori (Persone)	NaumesMargaret J
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Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references (p. 243-256) and index.
Nota di contenuto	Contents; List of Exhibits; Preface; Prologue: The Power of Storytelling; 1 What Is a Case and Why Write One?; 2 Objectives-Key to the Case; 3 Finding a Case Site and Gathering Data; 4 Research Cases; 5 The Instructor's Manual, Part 1; 6 Organizing the Case; 7 Testing and Refining the Teaching Case; 8 The Instructor's Manual, Part 2; 9 Notes, Case Series, and Other Supplements; 10 Video and Multimedia Case Studies; Appendix I. Case Example-First Draft "Meyers & Morrison: A Question of Professional Ethics"; Appendix II. Instructor's Manual-First Draft "Meyers & Morrison Instructor's Manual" Appendix III. Case Example-Published Version Meyers & Morrison: A Question of Professional EthicsAppendix IV. Instructor's Manual-Final Version Meyers & Morrison: A Question of Professional Ethics; References; For Further Reading; About the Authors; Index
Sommario/riassunto	A practical, comprehensive, and multidisciplinary guide that blends an informal, workshop style with solid theory and practice. It is suitable for those conducting case research in business or the social sciences - whether experienced or novice. It also includes skills for writing both teaching cases and research cases.

2. Record Nr.	UNINA9910694038603321
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