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Nota di contenuto	Cover; Half Title; Title Page; Copyright; Series Editor's Introduction; Acknowledgments; Preface; Chapter 1 - The Purpose and Goals of Fieldwork; Quick Tips; The Role of Fieldwork in Business Courses; Fieldwork's Contribution to Higher Education; Why Should I Participate in Fieldwork?; The Student's Role in Fieldwork; How Clients Evaluate Fieldwork; The University's or College's Role in Fieldwork; Embarking on Fieldwork: Things You Can Do to Prepare; Ready... Set...; References; Chapter 2 - The Fieldwork Experience: What It Is and What It Isn't; Quick Tips; What Is Appropriate Fieldwork? Some Typical Fieldwork ProjectsSome Common Myths About Fieldwork; Chapter 3 - Managing the Fieldwork; Quick Tips; The Assessment Phase; The Implementation Phase; The Results Phase; Conclusion; References; Chapter 4 - Managing the Student Consulting Team; Quick Tips; The Nature of Student Consulting Teams; Group Structure and Roles; Group Development and Group Dynamics; Intergroup Conflict; Conclusion; Reference; Chapter 5 - Launching the Fieldwork Information Search; Quick Tips; Primary and Secondary Sources of Information; Step 1 : Deciding What Information Is Needed

Step 2: Gathering Information
Step 3: Organizing the Information; Step 4: Interpreting the Information; Reference; Chapter 6 - Developing Recommendations and the Final Client Presentation; Quick Tips; Review of Information and Research; Generation of Alternatives; Evaluation of Alternatives; Selection of Alternatives; Implementation; Conclusion; A Final Word; Appendix A - Professionalism, Confidentiality, and Ethical Considerations of Fieldwork; Appendix B - The Role of the SBA/SBI in Fieldwork; Appendix C - Annotated Bibliography of Secondary Sources; References; Abstracts and Indexes
Book Reviews
Internet Sources; Research Methods; Creative Problem-Solving Sources; Government Agencies; Periodicals; Newsletters; Index; About the Authors

Sommario/riassunto

For those engaging in fieldwork in a business setting, this book offers guidance and support from the initial project assignment and client meeting to the closing presentation and exit meeting. Practical advice is provided throughout the consulting process with chapters devoted to establishing client relationships, conducting information searches, maintaining a cohesive student-consulting team and developing recommendations for the client business.