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James A Erskine, Michiel R Leenders and Louise A Mauffette-Leenders, of the Richard Ivey School of Business, University of Western Ontario, are all regular and renowned case writing tutors and authors of the book Writing Cases and its companion volumes Teaching with Cases and Learning with Cases, all available to order through us.

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by Michiel R Leenders, James A Erskine and Louise A Mauffette-Leenders published and distributed by Leenders and Associates Inc. ISBN: 0-7714-2270-9 The fourth edition of this best seller sets a new milestone on how to write good cases quickly.

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Leenders, Michiel R. [WorldCat Identities]

Michiel R. Leenders is the author of Purchasing and Supply Management (3.20 avg rating, 40 ratings, 3 reviews, published 1996), Writing Cases (3.33 avg r...

"This fifth edition sets a new milestone for this best seller on how to write good cases quickly. Thoroughly field-tested all over the world, it contains many ideas and examples to make case writing both enjoyable and effective. The insights from our new lead author and the recent editions of Learning with cases and Teaching with cases provided the impetus to ensure Writing cases would be fully congruent with its sibling texts in this case method trilogy and with today's environment."--Back cover.

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INTERNATIONAL DEVELOPMENT uses the highly successful case method of the Harvard Business School and the Richard Ivey Business School to help you to become a much more effective manager of international development projects. Using real case studies of different types of situations in a wide range of countries, Keenan and Gilmore examine projects, identifying what to do and how to do it. Sharpen your managerial skills by working through these real international cases. You'll be placed in the shoes of the original decision makers and given the same information with which to choose a course of action that you can defend to your peers. INTERNATIONAL DEVELOPMENT explains at the operational level what approaches and methods are most effective and which traditional techniques need to be abandoned. While exploring the cases, INTERNATIONAL DEVELOPMENT takes you through the fundamentals of international development, and teaches you how to sensitively create, manage and evaluate projects of international cooperation.

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A case is a description of an actual business situation. In the classroom students are expected to identify the problem, generate alternative solutions, evaluate the alternatives and make a decision that can be reasonably implemented. The case method which involves active participation by students in the classroom process is particularly valuable in providing students with the skills and knowledge needed to become a superior practicing manager. The case method of teaching has been in use in western business schools and management training programs for almost 100 years and has been widely adopted. But the case method has only been introduced in China relatively recently. In this ground breaking study Jim Hatch and Fengli Mu conducted over 100 interviews with administrators, professors and students at China's top business schools focusing on the opportunities and challenges that this method presents. This book will be valuable to a wide variety of audiences including instructors who employ the case method in university and executive development programs, managers of human resource development departments, and multinational companies seeking insights into working with Chinese managers.

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