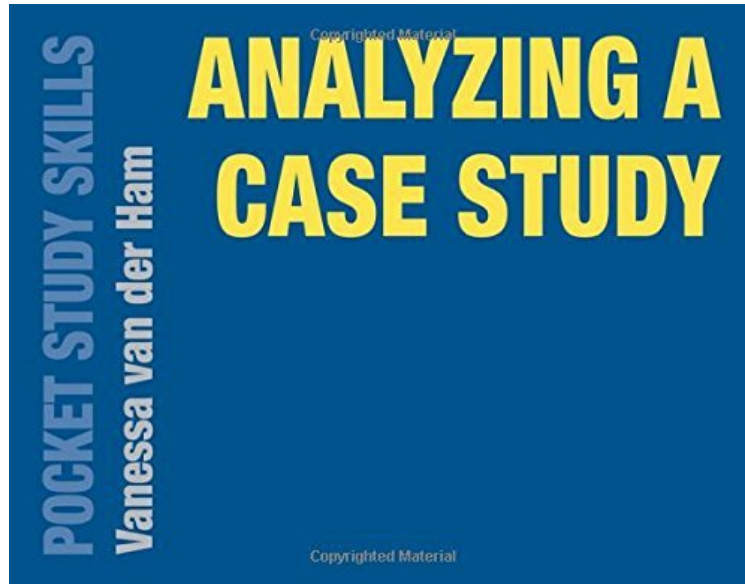


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Analyzing a Case Study (Pocket Study Skills)

Vanessa van der Ham

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This quick reference guide will show you how to succeed in case study assignments. It takes the reader through the process step by step, from reading and understanding the assignment brief through to critically evaluating the case, applying theory and presenting the assignment. Vanessa van der Ham's advice is based on marking criteria, feedback from tutors and frequently asked questions from students. Throughout, the book draws upon examples of core tasks from a wide range of areas of study, including management, engineering, health and social sciences."

About the Author Vanessa van der Ham is a Learning Consultant at Massey University, New Zealand.