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Reviews

This publication is fantastic. It really is full of knowledge and wisdom You are going to like just how the author write this publication.
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This book titled Do Case Studies Have a Shelf Life is extremely thought provoking to say the least. The very tenet on which this book is based is innovative and can incite look of debates and deliberations. It is better for anyone to consider this book as an accompaniment to my previously published book on case studies titled How to Write and Teach Case Studies Effectively? as this will give a better idea to anyone not just about case studies but also regarding the basic idea behind this book. It has been phenomenally successful across the globe and i am confident that this book too will get its takers. Those who sincerely think about the well being of case studies as learning product and are evangelists of case based teaching and learning. Apart from discussing about case studies and the way to design them, this book mentions about the elements that contribute to the shelf life of cases. It emphasizes on how to enhance the shelf life of case studies and how can not just the case writers and case development team but the marketing fraternity of cases and the teaching fraternity play a defining role in promoting and enhancing the shelf life of cases. The Concluding Thoughts on this topic hopefully shall invite various supporting and conflicting opinions.

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