

## William Ellet The Case Study Handbook Bing

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The case study handbook : how to read, discuss, and write persuasively about cases William Ellet. Boston, Mass. : Harvard Business School Press, ©2007.

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William Ellet has worked with Harvard MBA students on writing for over 23 years. He taught a second-year course on writing, the writing portion of the school's pre-MBA program, for 15 years and has given many presentations on reading and writing about cases in the MBA and Executive Education programs.

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The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases, Harvard Business School Press, 2007. (Translated into Mandarin, German, Portuguese, Korean, and Japanese) Editor, Critical Guide to Management Training Media, Harvard Business School Press, 1997. Numerous product reviews for Training Media Review.

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