

Preface

The case method of teaching has long been recognized as an effective way to engage students in real-world situations faced by individuals and companies. Case analysis encourages students to analyze and prescribe solutions to the several types of decision-making situations, requiring specific recommendations for managerial actions to solve problems or deal with issues facing individuals and companies. Students have to put themselves in the position of the people making decisions and respond to those situations by making specific recommendations for action.

All of the cases in this book have been classroom tested as either assignments for individual case write-ups or for team assignments. The cases have created good student involvement and have been effective tools to sharpen their analytical and writing skills.

Acknowledgments

A book is seldom the work of the authors alone but involves the efforts of a great many people. This is especially true of a case book that contains cases written by a large number of authors and co-authors. We wish to express our gratitude to all the case contributors, *The Journal of Applied Case Research*, Stephanie Metts for her help with tables and charts, and Katelyn Self for her help with tables, charts, and permissions.

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