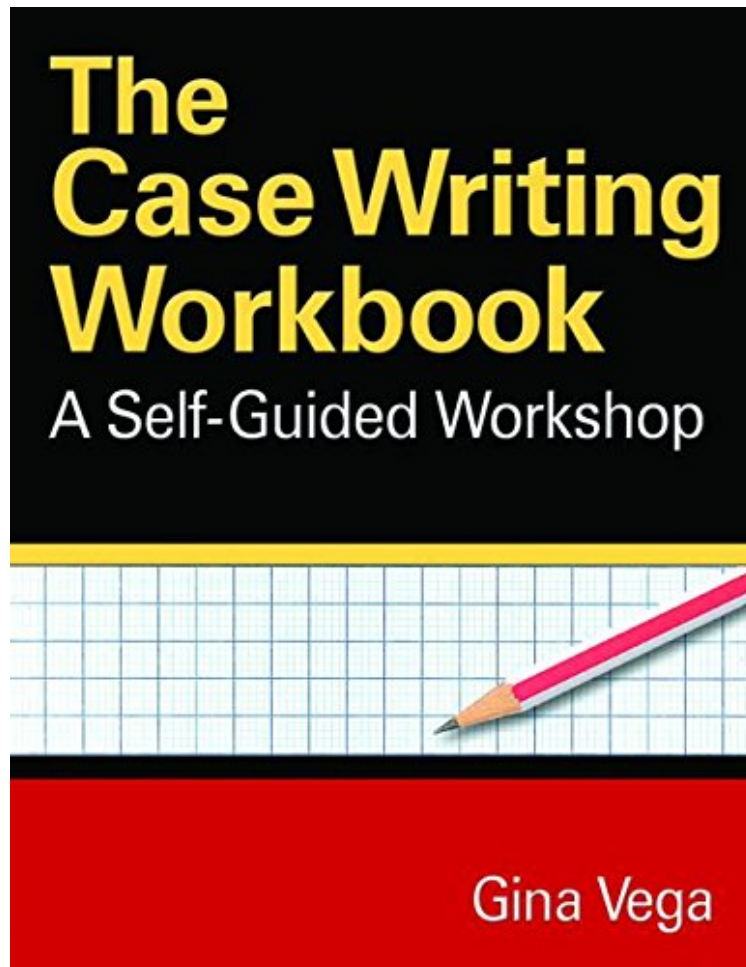


The Case Writing Workbook: A Self-Guided Workshop

Gina Vega

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



+

READ ONLINE

#1291982 in Books 2013-02-17Original language:EnglishPDF # 1 .60 x 8.30 x 10.90l, 1.50 #File Name: 0765635496266 pages | File size: 40.Mb

Gina Vega : The Case Writing Workbook: A Self-Guided Workshop before purchasing it in order to gage whether or not it would be worth my time, and all praised The Case Writing Workbook: A Self-Guided Workshop:

1 of 1 people found the following review helpful. Very good book for case studiesBy Fernando Klein RochaExcellent book. It really helps students study/write cases. I really recommend it.0 of 0 people found the following review helpful. Really helps with case studiesBy Jo-Annebook helped me with my case writing0 of 0 people found the following review helpful. Excellent guide to case writingBy Deborah R. LitvinExcellent guide: clear, straightforward, seen from the will-be casewriter's perspective.

Readable and practical, this workbook provides technical assistance and concrete advice for researching, writing, and teaching with cases. The exercises and worksheets encourage practicing skills and serve as a handy and affordable workshop alternative for both novice and experienced case writers. Nine stand-alone modules and 79 exercise

worksheets guide case authors through the entire case writing process from research through publication. Special topics such as teaching students to write cases, learning how to review for others, and collaborative writing techniques are explained and will grab the readers attention. The book is written in a to-the-point, engaging manner and avoids academic jargon, acronyms, and inside terminology. It can be used as a stand-alone volume, or in concert with any other case writing manual.

"How I wish this book had been available when I first started writing cases! Gina Vega's book clearly explains what to do at each stage of the case writing process, and the worksheets and the completed example guide the reader in actually doing it. Even the most seasoned case writer will find important tips and fresh approaches to the creative process of developing a publishable case. I plan to use this book to keep myself on track as I work on my next case!" -- Rebecca J. Morris, University of Nebraska at Omaha

"Gina Vega's new book is a must-have for anyone who aspires to write or teach with cases. For novice case writers, this workbook is, as claimed, a self-guided workshop. For seasoned case writers, this workbook contains suggestions to add to our research and teaching toolkits. For those of us who conduct case workshops, this book contains all the worksheets we've been looking for over the years, but never could get right ourselves!" --Joan Winn, University of Denver

"This book has valuable advice for both the novice and the experienced case writer, but it also answers many additional questions that arise when people become actively involved with case-based pedagogy. ... This book should be a welcome addition for anyone considering the case-writing process. It is a comprehensive workbook that guides case writers throughout the entire writing process, from the initial idea to final publication. ... For those who follow her advice, this workbook offers many of the advantages that a novice case writer would get from attending a case-writing workshop, at a small fraction of the cost." --Case Research Journal

About the Author
Gina Vega is founder and president of Organizational Ergonomics, USA.