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About the Book

This book came about through a project given to students in the course - Case Studies in Business. The main objective of the course was to teach students how to understand, analyze and more importantly how to write a case. As their semester project, students were instructed to write their own original cases. This came about through the need to nurture their academic potential as they had come to appreciate cases.

In that regard, their cases were compiled in the manner of a book, giving credit to the authors in each case. This is a course offered each spring semester and would therefore seek to publish the works of the students at the end of those semesters. The idea is a volume progression on the case works of my students.

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THE BEGINNER'S CASE COLLECTION (Case Studies in Business) By Dr. Nothando Moyo & Prof. Dr. Hasret Balcioglu



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Edited By

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