



Strategic Case Analysis: Business Concepts, Strategy Frameworks, and Solved Cases as Socratic Dialogues

Sam Mishra

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Strategic Case Analysis demonstrates that solving a business / strategy case in a structured manner can be a pleasant and worthwhile experience. Most cases in the 'Solved Cases' use the Socratic dialogue approach between the interviewer / client / CEO and the interviewee / consultant. These dialogues reach the depth required to build rapport with the interviewer, unearth the data needed to be gathered prior to solving the case by applying a judicious mix of common sense and strategy frameworks outlined in the book, and provide a detailed solution / summary by the consultant towards the end of the case. A comprehensive set of basic frameworks, advanced frameworks, and interviewing tips make this book an attractive reference for MBA students interviewing for jobs. Business owners who need a management guide to help them with their strategic business and marketing decisions will find value to effectively compete in the market place. For the business owner, chapters detailing business concepts and financial ratios will be of practical value for a long time.

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