

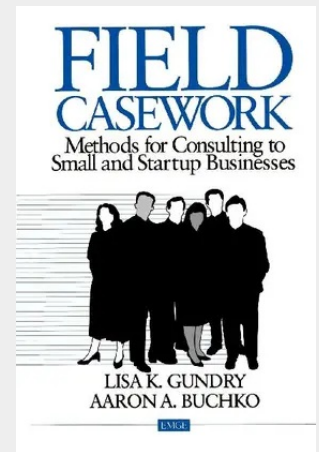
Field Casework

Methods for Consulting to Small and Startup Business

An indispensable guide for students who consult to businesses. --Jerry Katz, Series Editor
Thousands of students participate in fieldwork experiences every year. Field Casework addresses the common questions and concerns of students engaging in consulting projects for small and startup businesses. Offering practical guidance, this informative text supports and directs the reader from the initial project assignment and client meeting to the closing presentation and exit meeting. Primary chapters are devoted to establishing client relationships, conducting the information search, maintaining a cohesive student consulting team, and developing recommendations for the client business. A unique feature of this book is the incorporation of student reactions, responses and advice in each chapter. Information about the role of the Small Business Administration, and Small Business Institutes, confidentiality, and ethical considerations is included in two appendixes. This book is an excellent resource and essential guide for students of management, organizational studies, economics, and marketing or a variety of other courses that require consulting projects. The real-world examples, sound methods, and student feedback provided make Field Casework an extremely relevant text. ^B^

For those engaging in fieldwork in a business setting, this invaluable book offers guidance and support from the initial project assignment and client meeting to the closing presentation and exit meeting.

Practical advice is provided throughout the consulting process with chapters devoted to establishing client relationships, conducting information searches, maintaining a cohesive student-consulting team and developing recommendations for the client business.



198,90 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780803972018

Medium: Buch

ISBN: 978-0-8039-7201-8

Verlag: Sage Publications

Erscheinungstermin: 01.02.1996

Sprache(n): Englisch

Auflage: 1. Auflage 1996

Serie: Entrepreneurship & the Management of Growing Enterprises

Produktform: Kartoniert

Gewicht: 242 g

Seiten: 138

Format (B x H): 152 x 229 mm

