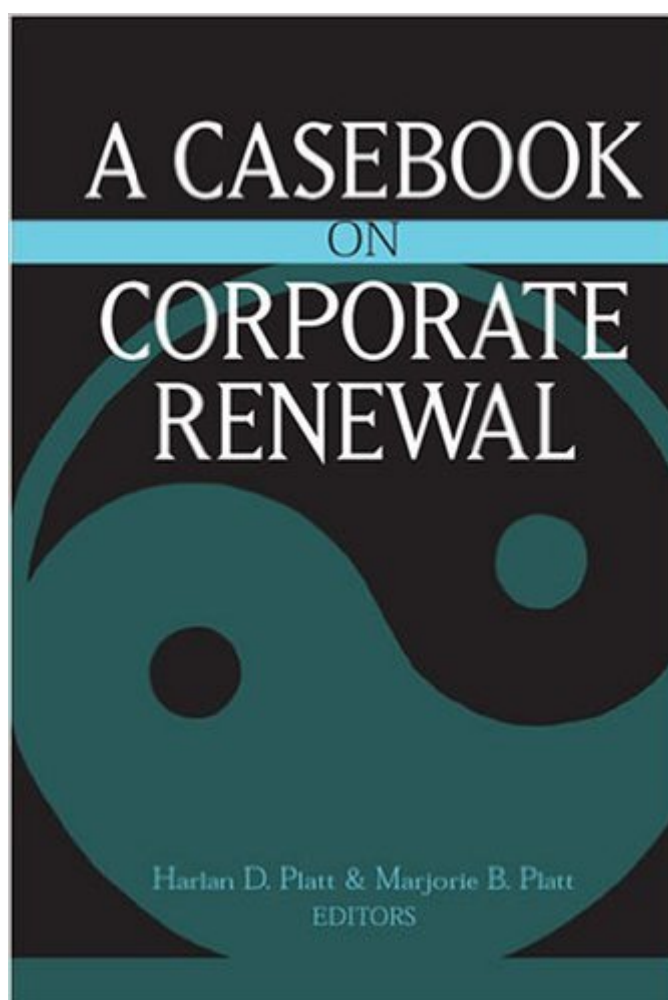


The book was found

A Casebook On Corporate Renewal



Synopsis

A helpful tool for business students studying turnaround management and corporate renewal. A Casebook on Corporate Renewal spans a variety of business areas relevant to corporate renewal and turnaround management. Corporate renewal, as a topic taught and discussed in business schools, has surged in the past decade. The cases in this book were selected to cover the knowledge and skills needed by successful turnaround managers, including ethical and legal issues; developing a plan of reorganization; and defining problems and their solutions, including strategic, financial, and operating issues. The cases challenge students to actively engage in the decision-making process in order to learn how corporate renewal is practiced in real business settings. The Casebook is meant to accompany the second edition of Principles of Corporate Renewal by Harlan D. Platt, but it can be adopted separately or used with other management textbooks. Harlan D. Platt and Marjorie B. Platt are professors of business at Northeastern University in Boston.

Book Information

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Customer Reviews

This book was so interesting to me because the cases did not hand you all the facts you needed to figure out the case. It was much more realistic, because it gave you partial information, just like in a real company that does not have full clarity or a consulting firm compile all of the information. It is a great book to try to use to puzzle situations together.

Prof. Platt provides an excellent plan for any business turnaround strategy.

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