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Case In Point 9: Complete Case Interview Preparation



Synopsis

The Wall Street Journal calls Case in Point the MBA Bible! Cosentino demystifies the consulting case interview. He takes you inside a typical interview by exploring the various types of case questions and he shares with you the acclaimed Ivy Case System which will give you the confidence to answer even the most sophisticated cases. The book includes over 40 strategy cases, ten case starts exercises and 21 ways to cut costs, plus much, much more! For Kindle edition, best viewed on a tablet, using a basic Kindle distorts the book and you lose graphs.

Book Information

Paperback: 266 pages

Publisher: Burgee Press; 9 edition (April 26, 2016)

Language: English

ISBN-10: 0986370711

ISBN-13: 978-0986370717

Product Dimensions: 7.4 x 0.6 x 9.7 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 29 customer reviews

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Customer Reviews

When in Doubt, MBAs Turn to the MBA 'Bible'; Case in Point is the best selling business book you never heard of... --The Wall Street Journal
Cosentino is the Dean of case interviewing prep. Case in Point is lucid, down-to-earth, demystifying and surprisingly entertaining.
--Hillary Harrow Senior Recruiter, McKinsey & Company
With humor and insight, Marc gets students thinking about how to use the case interview as a showcase of their talents rather than an obstacle to their employment.
--Nancy Saunders Associate Director, Office of Career Services, Harvard University

For the past two decades Marc Cosentino's work has towered over the field of case interviews. The Wall Street Journal calls his book Case in Point the MBA Bible which is one of the many reasons why Cosentino is the world's foremost authority on case interviewing. He is CEO of

CaseQuestions.com and a popular and sought after speaker. Over the past 25 years he has advised and coached over 100,000 students and alumni. Case in Point, is not only the number one selling case book world-wide, but is also the number two selling interview book world-wide and the top book in the field of consulting as well. CIP is purchased in bulk by many of the top MBA consulting clubs including Harvard Business School, Wharton, and University of Michigan. Case in Point is now published in four languages. Cosentino has given workshops worldwide to MBA and college students and has held training sessions for career services professionals. He has consulted with and designed cases for private sector firms, government agencies and non-profits. In addition, Marc has trained corporate and academic PhD's to think like business executives. Cosentino is a graduate of Harvard's Kennedy School, Harvard's Program on Negotiation and the University of Denver. Marc Cosentino's other books include Case in Point: Graph Analysis for Consulting and Case Interviewing.

I fought with my wife when I practiced case with her. But in any case, I got into the firm.

I like this book a lot. It provides 4 main easy-to-remember and effective framework to start a case. There are also plenty of case examples for you to read. But the only thing I am not very satisfied is the book quality. Almost every image looks vague on the book. I can still read the images but it really does affect your mood reading it.

Very detailed and structured. It is very useful

V good

Hey, I'm from Brazil, and this was a great purchase.

Great book! Breaks down the case study process pretty well

A great introduction to those unfamiliar with case study format, with a particular focus on case studies commonly used to interview candidates for consulting positions. I would recommend the book to anyone who is responsible for strategic and tactical planning, especially the Ivy Case System approach which is a very good refresher/guide for even the most experienced manager.

The book is worth for the cases, not for the approach to the cases. There are so many other free resources out there that are twice as effective. I bought it because our university recommended it but would hardly do so now. I believe the book is too long and thus ineffective at teaching you what you need.

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