

Business Case Studies And Solutions

When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire. A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such as executive summaries, guiding questions, and a list of further reading rounds out the book.

Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it in his or her briefcase to read on the plane. This volume, tentatively titled "Bob's Meltdown and Other Stories from the Frontlines of Management" looks at the most common issue in workplaces--employee behavior. What should you do when a star employee loses his temper in public? Worse yet, what if your protege seems to be coming unglued? All this and more!

Managers and supervisors will sharpen their analytical and decision-making skills with this new collection of fully reproducible case studies. Based on actual, real-life situations, these exercises prepare supervisors and team leaders for the challenging problems they face in today's complex workplace. Each case study includes: Summary of the case; Discussion questions which evoke thought and analysis; Suggested solutions to the problems presented. Training Objectives: Improve participant's listening skills; Empower employees to negotiate; solutions fairly; Provide opportunities for participants to practice new skills in a supportive environment; Illustrate the skills needed to respond productively to complex issues. Activities Cover: Performance appraisal; Managing effectively; Sexual harassment/discrimination; Managing disruptive employees; Coaching/counseling employees; Hiring the right person

Human health depends on the health of the planet. Earth's natural systems--the air, the water, the biodiversity, the climate--are our life support systems. Yet climate change, biodiversity loss, scarcity of land and freshwater, pollution and other threats are degrading these systems. The emerging field of planetary health aims to understand how these changes threaten our health and how to protect ourselves and the rest of the biosphere. Interdisciplinary in nature, Planetary Health explores how accelerating environmental change affects each dimension of human health. It then turns to the rich terrain of solutions, reimagining our cities, our food systems, our energy sector, the chemicals we use, even our economics and our ethics. The result is a comprehensive and optimistic introduction to a field that is being adopted by researchers and universities around the world.

The process of creating graphic design cannot be easily defined: each designer has their own way of seeing the world and approaching their work. Graphic Design Process features a series of in-depth case studies exploring a range of both universal and unique design methods. Chapters investigate typical creative strategies – Research, Inspiration, Drawing, Narrative, Abstraction, Development and Collaboration – examining the work of 23 graphic designers from around the world. Work featured includes projects by Philippe Apeloig, Michael Bierut, Ed Fella, James Goggin, Anette Lenz, Johnson Banks, Me Company, Graphic Thought Facility, Ahn Sang-Soo and Ralph Schraivogel. This book is aimed at students and educators, as well as practising designers interested in the working methodologies of their peers.

"This book provides a discussion of the managerial aspects, solutions and case studies related to e-business, disseminating current achievements and practical solutions and applications"--Provided by publisher.

Renault, Samsung, Lacoste This book provides opportunities to discover a selection of issues recently faced by 10 major French companies. Each case offers in a clear and structured manner: a case presentation sheet including the problem statement, learning objectives, as well as the main themes and marketing tools used throughout the case; a narrative reviewing important information about the company and its environment, leading to the problem to be investigated; a series of questions guiding the draft of a structured solution; a detailed solution outlining the main strategic recommendations. Based on real issues and written in collaboration with the companies, the 10 field-based case studies allow applying marketing principles, theories and models: segmentation, positioning, marketing plan, as well as designing strategies at the product, price, place and promotion levels. Learning by doing, applied to marketing!"

Case Studies for Business English is designed for students of Business English in universities and vocational colleges. Studying case studies enables students to develop their analytical skills, critical and strategic thinking, understanding of business theory, business knowledge, and business communication skills. Students also enhance their ability to use and select the correct tool for business communication at the right time. They practice, experiment, get feedback, and gain practical skills. Case Studies for Business English is a course that is engaging, motivating, and pragmatic. Each unit contains an original case study text, exercises to develop understanding and communication of business tools and strategy, a step-by-step approach to case study analysis and report writing, as well as role plays and tips on developing business communication skills for presentations and meetings. In addition, students can benefit from a full reference section with a step-by-step checklist for case study analysis, a guide for exam assessment, a selection of supplementary case study texts, and an answer key. CEFR level B2/C1

How do you decide on the best course of action for your company to take advantage of new opportunities? By building a business case. This book provides a framework for building a business case. You'll learn how to: Clearly define the opportunity you'll want to address in your business case Identify and analyze a range of alternatives Recommend one option and assess its risks Create a high-level implementation plan for your proposed alternative Communicate your case to key stakeholders

Script from the year 2017 in the subject Business economics - Miscellaneous, grade: 1,0, language: English, abstract: During the university, you have to finish several case studies. Within this text the Harvard Business Review case studies Boise Automation, ENSR International, Medical Equipment Inc. and Heidi Roizen are covered. Not only solved by myself, but also supported by lecturer notes and the results of the in-class discussion. Each of the solutions mentioned in here are graded with full points.

Understanding the full breadth and depth of power quality is a talent few, if any, individuals around the world possess.

Bridges the gap in contemporary literature by examining marketing and management issues of many international companies that have successfully implemented eTourism solutions. This book explores the developments in this field, introducing and discussing emerging trends, approaches, models and paradigms, providing visions for the future of eTourism.

Praise for Case Studies in Performance Management "With this book, Tony Adkins has made an important contribution to the body

of knowledge of managerial accounting." --From the Foreword by Gary Cokins, lead strategist, BusinessPerformance Management Solutions group with SAS Institute and internationally recognized expert in advanced cost management and performance improvement systems "If you want to achieve direction, traction, and speed in business, Case Studies in Performance Management: A Guide from the Experts is a must-read . . . jam-packed with golden nuggets you can put to work immediately." --Jason Jennings, bestselling author of Think Big, Act Small, Less Is More and It's Not the Big That Eat the Small . . . It's the Fast That Eat the Slow "Tony has the insight found only from actual implementations of ABC/PM. Using this as lens, he has brought the collective experience of experts into focus." --Mohan Nair, author of Essentials of Balanced Scorecard and Activity-Based Information Systems "Tony Adkins has lived the life of a true ABC/PM road warrior. His collection of case studies reaches beyond the theory to capture the harsh reality of what it takes to successfully implement performance management. A must-read for anyone wise enough to learn from those who have gone before." --Chris M. Pieper, CEO, FormRouter, Inc. (former founder and CEO of ABC Technologies) "Everyone who reads this book will gain a solid appreciation of the substance and value of performance management in varied industry settings and applications." --Dr. Peter B. B. Turney, President and Chief Executive Officer of Cost Technology, Inc. and author of Common Cents If you're looking for a way to dramatically improve your company's performance and get back its competitive edge, Case Studies in Performance Management: A Guide from the Experts will show you how other businesses, driven to remain competitive by changes in their industries, learned to work smarter using ABC/PM in today's tough business environment. Noteworthy commentary from experts in the field including Ashok Vadgama and Alan Stratton helps you understand ABC/PM and how to execute its sound strategies in your own business.

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

Case Studies for Corporate Finance: From A (Anheuser) to Z (Zypps) (In 2 Volumes) provides a distinctive collection of 51 real business cases dealing with corporate finance issues over the period of 1985–2014. Written by Harold Bierman Jr, world-renowned author in the field of corporate finance, the book spans over different areas of finance which range from capital structures to leveraged buy-outs to restructuring. While the primary focus of the case studies is the economy of the United States, other parts of the world are also represented. Notable to this comprehensive case studies book are questions to which unique solutions are offered in Volume 2, all of which aim to provide the reader with simulated experience of real business situations involving corporate financial decision-making. Case studies covered include that of Time Warner (1989–1991), The Walt Disney Company (1995), Exxon–Mobil (1998), Mitsubishi's Zero Coupon Convertible Bond (2000), and Apple (2014). Request Inspection Copy

E-Business Managerial Aspects, Solutions and Case Studies IGI Global

The guide all MBAs and executive students need. If you're enrolled in an MBA or executive education program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying and time-consuming. In The Case Study Handbook, Revised Edition, William Ellet presents a potent new approach for efficiently analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (making a decision, performing an evaluation, or diagnosing a problem) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Examples of effective writing further reinforce the methods. The book also includes a chapter on how to talk about cases more effectively in class. Any current or prospective MBA or executive education student needs this guide.

After all the hard work on your application, you're finally in to business school. Now what? The acceptance letter is just the beginning of your MBA experience. Even before classes start, you'll face all kinds of new challenges: financing your degree, readjusting to homework, schmoozing recruiters. Now you can turn to this book, produced by Manhattan GMAT—one of the leading names in GMAT preparation—to ready you for the challenges you'll face as a newly-minted MBA candidate. Case Studies & Cocktails will be your go-to guide as you prepare to enter your MBA program and throughout your time at b-school. The authors—MBAs themselves—have drawn on their own experiences and interviewed current students for the inside scoop on every aspect of b-school, from telling the boss

you're going back to school to balancing wine and cheese in one hand while networking. The result is both a handbook for the social side of school and an academic primer on the material you'll have to master. The book even includes a glossary of need-to-know jargon, so you won't feel lost when classmates start slinging around acronyms. This comprehensive guide presents specific, real-life examples of the strategies and tactics used by some of the world's most successful international businesses and organizations to excel in the global marketplace. Divided into six major sections, this important book features more than 30 case studies that span critical issues of international business--globalization; negotiation; marketing; product/service quality; joint ventures and strategic alliances; and culturally diverse workforces. Each case study focuses on a particular company, region, or management style to clearly illustrate proven techniques for capitalizing on the cultural diversity of people, products, and markets. With contributions from more than two dozen business executives and professors, spanning the globe from Japan, to Germany, China to Mexico, this casebook provides a broad spectrum of current and future approaches to achieving international and cross-cultural business success.

Case method teaching immerses students in realistic business situations--which include incomplete information, time constraints, and conflicting goals. The class discussion inherent in case teaching is well known for stimulating the development of students' critical thinking skills, yet instructors often need guidance on managing that class discussion to maximize learning. Teaching with Cases focuses on practical advice for instructors that can be easily implemented. It covers how to plan a course, how to teach it, and how to evaluate it. The book is organized by the three elements required for a great case-based course: 1) advance planning by the instructor, including implementation of a student contract; 2) how to make leading a vibrant case discussion easier and more systematic; and 3) planning for student evaluation after the course is complete. Teaching with Cases is ideal for anyone interested in case teaching, whether basing an entire course on cases, using cases as a supplement, or simply using discussion facilitation techniques. To learn more about the book, and to see resources available, visit teachingwithcases.hbsp.harvard.edu.

Provides an approach for analyzing, discussing, and writing about cases. This book shows how to classify cases according to analytical task they require (solving a problem, making a decision, or forming an evaluation) and establish a base of knowledge about a case. It shows how to talk about cases in class.

The Case Study method of teaching and learning, adopted by business schools and management centres globally, provides an important function in management education, but employing it effectively can often be a challenge. This book provides practical insights, tools and approaches for both case teaching and writing, drawing on perspectives from expert practitioners around the world. This book aims to critically examine different approaches to using case studies in group-based, participant-centred learning environments, exploring good practices for case teaching and learning. It provides guidance for case writers on various approaches to structuring case data, presentational formats, and the use of technology in the construction of different types of cases. It also demonstrates the use of the case method as a tool for assessment, supporting students' own development of cases to showcase good practice in organisations. The final section of this book showcases some of the resources available, providing links and reviews of additional material that can support future case teaching and writing practice, including publication. The Case Study Companion is designed for lecturers using cases within their teaching across all management disciplines, as well as those training for Professional Development and Management Education qualifications. It will also be useful for postgraduate, MBA and Executive Education students wanting to make the most of case studies in their learning and assessments.

This book is a compilation of case studies focusing on four fundamental areas of marketing viz. brand management, services marketing, retail marketing and sales management. The book is classified into four sections based on the above areas. Every care has been taken by the author to see to it that each section has case studies that contribute to the holistic understanding of a subject area. Conceptual understanding of the subject area along with application of theory is what this book offers. The questions at the end of each case study test the understanding of a case study by a student. The author hopes that this book will serve good to all students pursuing marketing management curriculum in various universities.

Strategic Management: Text and Cases, 2nd Edition, by Dess/Lumpkin/Eisner is both readable and rigorous - written for today's student. A rocket-ship in its first edition, the revision continues to provide solid treatment of traditional topics in strategic management, as well as contemporary topics like entrepreneurship, knowledge management, and internet strategies. The prestigious author team understands the importance of thorough, modern concepts illustrated by rich, relevant and teachable cases. The new case selections emphasize variety, currency, and familiar company names. The cases are up-to-date in terms of both financial data and strategic issues. This group of cases gives both instructors and students unparalleled quality and variety. Based on consistent reviewer feedback, these selections combine comprehensive and shorter length cases about well known companies.

"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"--

A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling. (PMP and Project Management Professional are

registered marks of the Project Management Institute, Inc.)

“In this groundbreaking book, Francesca Gino shows us how to spark creativity, excel at work, and become happier: By learning to rebel.” — Charles Duhigg, New York Times bestselling author of *The Power of Habit* and *Smarter Faster Better* Do you want to follow a script — or write your own story? Award-winning Harvard Business School professor Francesca Gino shows us why the most successful among us break the rules, and how rebellion brings joy and meaning into our lives. Rebels have a bad reputation. We think of them as troublemakers, outcasts, contrarians: those colleagues, friends, and family members who complicate seemingly straightforward decisions, create chaos, and disagree when everyone else is in agreement. But in truth, rebels are also those among us who change the world for the better with their unconventional outlooks. Instead of clinging to what is safe and familiar, and falling back on routines and tradition, rebels defy the status quo. They are masters of innovation and reinvention, and they have a lot to teach us. Francesca Gino, a behavioral scientist and professor at Harvard Business School, has spent more than a decade studying rebels at organizations around the world, from high-end boutiques in Italy’s fashion capital, to the World’s Best Restaurant, to a thriving fast food chain, to an award-winning computer animation studio. In her work, she has identified leaders and employees who exemplify “rebel talent,” and whose examples we can all learn to embrace. Gino argues that the future belongs to the rebel — and that there’s a rebel in each of us. We live in turbulent times, when competition is fierce, reputations are easily tarnished on social media, and the world is more divided than ever before. In this cutthroat environment, cultivating rebel talent is what allows businesses to evolve and to prosper. And rebellion has an added benefit beyond the workplace: it leads to a more vital, engaged, and fulfilling life. Whether you want to inspire others to action, build a business, or build more meaningful relationships, *Rebel Talent* will show you how to succeed — by breaking all the rules.

This third collection of outstanding contributions from the Critical Management Studies (CMS) Division of the Academy of Management (AOM) continues to challenge business practice in ways not tackled by other more typical business case studies. There is a critical need for business educators to expose students and managers to the multifaceted phenomena of doing business in the twenty-first century; to support critical, reflective moral development; and to reflect and understand the complexities of organizational life. Is the system broken? Is there need for more systemic change? The cases explore a number of critical issues at some of the largest industries and companies in the world, including wealth creation and human rights in mining, the CSR approaches at Coca-Cola, the palm oil industry, and the supply chain at Apple Inc. Online Teaching Notes to accompany each chapter are available on request with the purchase of the book.

Measures the benefits of GIS--a collection of hardware, software, and geographic data for capturing, storing, updating, manipulating, analyzing, and displaying all forms of geographically referenced information in layers on maps-for both businesses and government. Advanced.

The book is a collection of cases for management students and other interested readers. It includes both long and short cases. The focus of the first three cases is project management including the one about managing risk. They are semi-solved but the case questions try to explore issues raised during the course of design or implementation of a given solution. The next one deals with the management of change. The fifth one is concerned with looming profitability. The goal of the rest of the cases is management information systems (MIS). Consequently, e-commerce and knowledge management are talked about. Some are discussing generic business issues. Thus, a range of subjects makes the collection useful for a variety of audience.

The complete guide for how to design and conduct theory-testing and other case studies... *Case Study Methodology in Business Research* sets out structures and guidelines that assist students and researchers from a wide range of disciplines to develop their case study research in a consistent and rigorous manner. It clarifies the differences between practice-oriented and theory-oriented research and, within the latter category, between theory-testing and theory-building. It describes in detail how to design and conduct different types of case study research, providing students and researchers with everything they need for their project. The main aims are to: * present a broad spectrum of types of case study research (including practice-oriented case studies, theory-building case studies and theory-testing case studies) in one consistent methodological framework. * emphasize and clearly illustrate that the case study is the preferred research strategy for testing deterministic propositions such as those expressing a necessary condition case by case and that the survey is the preferred research strategy for testing probabilistic propositions. * stress the role of replication in all theory-testing research, irrespective of which research strategy is chosen for a specific test. * give more weight to the importance of theory-testing relative to theory-building. *Case Study Methodology in Business Research* is a clear, concise and comprehensive text for case study methodology. Templates are supplied for case study protocol and how to report a case study. A modular textbook primarily aimed at serving research methodology courses for final year undergraduate students and graduate students in Business Administration and Management, which is also useful as a handbook for researchers. Written by Jan Dul, Professor of Technology and Human Factors, RSM Erasmus University, Rotterdam and Tony Hak, Associate professor of Research Methodology, RSM Erasmus University, Rotterdam, in collaboration with other authors from RSM Erasmus University. * Provides students with everything needed to design and conduct a case study project * Templates are supplied clearly demonstrating case study protocol and how to report a case study * A highly accessible, concise and comprehensive text for Case Study methodology

The Higher Education Institutions that run business management programs in Malaysia is under severe criticism from industry that the passing out management graduates do not have adequate practical exposure to the industry and lack of practical skills to deal industrial issues proactively as the catalyst of change. This indicates that the traditional management education curriculum, as presently constituted, may not be adequately preparing individuals for the challenges they experience as professional managers. To deal with this issue, many management institutes are adopting case study as a pedagogy, a hypothetical or actual business situation to formulate a recommended policy or decision based on the facts and figures provided, to induce practical exposure to the students by simulating case situations, which improve students analytical skills and decision-making skills. A case study in business management course is a rigorous analysis of an incident, situation, person, crisis or any such phenomenon or concept, in relation to industry, business or people in the organisations.

When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire. A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such as executive summaries, guiding questions, and a list of further reading rounds out the book. Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it

in his or her briefcase to read on the plane. This volume, tentatively titled "Growing for Broke and Other Stories From the Frontlines of Management" looks at growth strategy. How do you grow your business without sending it flying off the rails? When should you stick to your core? All this and more!

Suitable as a reference for industry practitioners and as a textbook for classroom use, *Case Studies in System of Systems, Enterprise Systems, and Complex Systems Engineering* provides a clear understanding of the principles and practice of system of systems engineering (SoSE), enterprise systems engineering (ESE), and complex systems engineering (CSE). Multiple domain practitioners present and analyze case studies from a range of applications that demonstrate underlying principles and best practices of transdisciplinary systems engineering. A number of the case studies focus on addressing real human needs. Diverse approaches such as use of soft systems skills are illustrated, and other helpful techniques are also provided. The case studies describe, examine, analyze, and assess applications across a range of domains, including: Engineering management and systems engineering education Information technology business transformation and infrastructure engineering Cooperative framework for and cost management in the construction industry Supply chain modeling and decision analysis in distribution centers and logistics International development assistance in a foreign culture of education Value analysis in generating electrical energy through wind power Systemic risk and reliability assessment in banking Assessing emergencies and reducing errors in hospitals and health care systems Information fusion and operational resilience in disaster response systems Strategy and investment for capability developments in defense acquisition Layered, flexible, and decentralized enterprise architectures in military systems Enterprise transformation of the air traffic management and transport network Supplying you with a better understanding of SoSE, ESE, and CSE concepts and principles, the book highlights best practices and lessons learned as benchmarks that are applicable to other cases. If adopted correctly, the approaches outlined can facilitate significant progress in human affairs. The study of complex systems is still in its infancy, and it is likely to evolve for decades to come. While this book does not provide all the answers, it does establish a platform, through which analysis and knowledge application can take place and conclusions can be made in order to educate the next generation of systems engineers.

See how data science can answer the questions your business faces! *Applying Data Science: Business Case Studies Using SAS*, by Gerhard Svolba, shows you the benefits of analytics, how to gain more insight into your data, and how to make better decisions. In eight entertaining and real-world case studies, Svolba combines data science and advanced analytics with business questions, illustrating them with data and SAS code. The case studies range from a variety of fields, including performing headcount survival analysis for employee retention, forecasting the demand for new projects, using Monte Carlo simulation to understand outcome distribution, among other topics. The data science methods covered include Kaplan-Meier estimates, Cox Proportional Hazard Regression, ARIMA models, Poisson regression, imputation of missing values, variable clustering, and much more! Written for business analysts, statisticians, data miners, data scientists, and SAS programmers, *Applying Data Science* bridges the gap between high-level, business-focused books that skimp on the details and technical books that only show SAS code with no business context.

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