

MEMO OF INVITATION FACULTY DEVELOPMENT WORKSHOP OPPORTUNITY IN CASE WRITING AND PUBLISHING!

To: Faculty interested in writing cases and/or publishing in reviewed case journals

From: A Coalition of non-profit organizations concerned with case research, writing and teaching (WACRA®, ECCH, NACRA, BABSON COLLEGE)

Re: October 10, 2003 workshop on writing and publishing winning cases

If you have ever...

...written a case and wondered about publishing it, or
...taught a case and thought, "I could have written it better", or
...read a newspaper story and wanted to turn it into a case, or
...read a Teaching Note and marveled at how little analysis it contained, or
...heard a dean plead for research publication to meet accreditation needs, then...

We have an offer you can't refuse.

You are invited to join us in a unique, hands-on, workshop on writing cases for classroom use and potential journal publication. You probably can write a better case. You probably can publish your work. We can show you how.

The workshop, "*Case Writing in Action*," will be held at Babson College in Wellesley, Massachusetts on Friday, October 10. Participants will benefit by hearing and practicing the steps of the case research and writing process, up to learning the requirements for submission of their work to the world's leading professional journal for case writers, *The Case Research Journal*.

Details of the workshop and registration are described in the enclosed brochure and (should this letter not have a brochure attached on the web at <http://www.wacra.org>). The cost is reasonable at \$295 per person and the format is innovative and hands-on. Please call Dr. Hans Klein at 781-444-8982 if you need more information (email: wacra@rcn.com). Participants will join in actually writing a case during the workshop – one based on a professor's classroom experience using the case method. (It could be *your* experience, if you have a story to volunteer.)

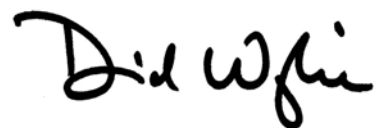
Case Writing in Action can jump-start your in creating case materials, or add substantially to the skills you have already developed as a writer. We look forward to meeting you there. But do register quickly, please, because space is limited.



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