



# Interview Case Book

*Alexander Chernev*

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The Interview Case Book offers 20 case discussions grouped into five categories: opportunity analysis, market response, performance gap analysis, action planning, and company expansion. Each interview is followed by a brief comment on the case type and the approach taken by the interviewee. In addition to the case interviews and comments, each type of case is illustrated by an extensive number of case questions that function as a training ground for practice interviews. Across all five types of cases, this book offers an additional 200 practice questions. The questions are very diverse in nature and are designed to represent the spectrum of actual questions that may be asked during case interviews.

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