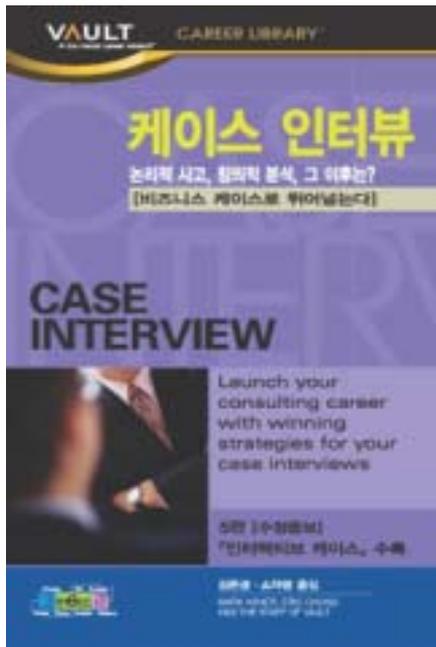


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: 3mecca.com

: Mark Asher, Eric Chung, the Staff of Vault

:

: 2004.5.22

가 : 9,900

: 192

: 15.2cm x 22.5cm x 1.3cm

ISBN: 89-954677-1-1-13320

: Vault Guide to the Case Interview: Launch your consulting career with winning strategies for your case interviews,

Mark Asher, Eric Chung, the Staff of Vault, Vault.com; 5th edition (2002, 11)

01

Vault

. Vault Career Library

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know - why

know - how

02

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, BCG

, 4P, 4C

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. The Boston Consulting Group, Booz Allen Hamilton, Bain & Company, McKinsey & Company, Monitor Group

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play ,

가?
(business question)
가 ,
(out-of-the box
thinking)'

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 - : /
 - ex) 4P·5C·5 ·BCG ·M&A ·가 .
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 - Real Life :
 - ex) The Boston Consulting Group·Bain & Company·Booz Allen Hamilton·McKinsey & Company 外
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(CAPM)

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Porter 5

- SWOT
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(Product life cycle curve)

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- 4P
- 4C
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(Core Competencies)

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- Boston Consulting Group, MBA
- Booz Allen & Hamilton, MBA
- Bain & Company, MBA
- McKinsey & Company, MBA
- Monitor Group, B.A.

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[The Extra step]

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