

## **European and Asian Resistance to the Use of the American Case Method in Management Training: Possible Cultural and Systematic Incongruencies**

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**Abstract:** In this contribution to the use of the Harvard-style method in the training of managers, a transfer problem is identified. This is manifested in the difficulties presented for many non-American students in the use of traditional case-studies. As a result, and example of a revised case method is proposed which offers more educational flexibility and better acceptability.