



Case in Point: Graph Analysis for Consulting and Case Interviews

By Marc Cosentino and Mukund Jain

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The use of complex graphs in case interviews has exploded. You have a very short time to look at the graph, analyze it, extract what's important and apply it to your answer. This book was designed to help you understand the role of graphs in consulting (both during an interview and on the job). The authors introduce the Ivy Graph Framework, which will allow you to analyze 11 of the most popular graphs quickly, completely, and with great confidence. In addition the book provides eight sophisticated cases with numerous graphs per case and allows you to see how these cases unfold. There is nothing else out there like it!

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Editorial Review

About the Author

MARC COSENTINO: For the past two decades Marc Cosentino's work has towered over the field of case interviews. The Wall Street Journal calls his book Case in Point the MBA Bible which is one of the many reasons why Cosentino is the world's foremost authority on case interviewing. He is CEO of CaseQuestions.com and a popular and sought after speaker. Over the past 25 years he has advised and coached over 100,000 students and alumni. Case in Point, is not only the number one selling case book world-wide, but is also the number two selling interview book world-wide and the top book in the field of consulting as well. CIP is purchased in bulk by many of the top MBA consulting clubs including Harvard Business School, Wharton, Tuck and University of Michigan as well as three of the top strategy consulting firms. Case in Point is now published in four languages. Cosentino has given workshops worldwide to MBA and college students and has held training sessions for career services professionals. He has consulted with and designed cases for private sector firms, government agencies and non-profits. In addition, Marc has trained corporate and academic PhD's to think like business executives. Cosentino is a graduate of Harvard's Kennedy School, Harvard's Program on Negotiation and the University of Denver. Marc Cosentino's other books include The Marketing Case Interview (2013), The Harvard Guide to Consulting, The Harvard Guide to Case Interviews and The Harvard Guide to Investment Banking. **MUKUND JAIN:** Having spent several years as a management consultant including a stint at The Boston Consulting Group, Mukund developed a strong interest in data interpretation and its visual representation. After consulting, Mukund worked in industry in various strategy roles where he strengthened his analytical skills and refined the data interpretation framework discussed in this book. A graduate of Duke University, the University of Michigan, and Harvard University, Mukund enjoys spending time with his wife Garima and son Shaunak in Atlanta.

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