



Role-Play Simulations

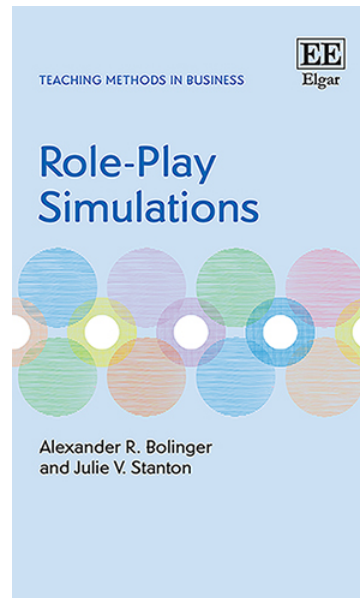
Teaching Methods in Business series

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Role-play simulations are a popular method for active learning in business education. Instructors in a variety of business disciplines use role-plays to facilitate student engagement and promote more dynamic class environments. In this book, the authors provide instructors of all experience levels with frameworks for understanding role-play simulations and implementing them in their classes.

'Role plays properly done are one of THE most powerful educational tools instructors can employ—at all levels. Bolinger and Stanton present a thorough, detailed, rigorous analysis of the technique including origins, types, challenges, applications and pitfalls. Every instructor should master this technique—and this book will help enormously.'

– James G. Clawson, University of Virginia, US



2020	c 192 pp	Paperback	978 1 78897 915 3	£27.96	£21.95	\$27.96	\$34.95
2020	c 192 pp	Hardback	978 1 78897 913 9	£103.50	£80.00	\$103.50	\$115.00
Elgaronline 978 1 78897 914 6							

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