

## How to Write a Good Brief (1/2)

- The opening case is always about the topic of the chapter.
- Figure out an IT part and a business part of the case and build a link between the two. Do not leave out any of them (IT, business, and link - alignment) in your brief.
- FINISH reading the case before beginning to write a brief.
- Figure out what is the story of the case and what are nitty-gritty, less important details.
  - Do not waste your space (250 words) by filling too much of the latter.

## How to Write a Good Case Brief (2/2)

- Read the case at least twice:
  - First, skim through the case and find out the whole story of the case.
  - Then take a close look at it and understand the details of the case.
- Keep in mind that it is an important, but hard-to-learn skill to write concisely and substantively at the same time. I hope this case brief can help you enhance such a skill.