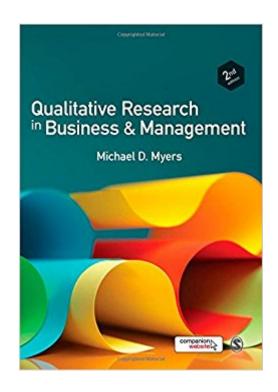
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Qualitative Research In Business And Management





Synopsis

Electronic Inspection Copy available for instructors here An expansive, yet remarkably concise and accessible resource, Qualitative Research in Business and Management is designed to help qualitative researchers with all aspects of their research project from start to finish. It discusses the key philosophies underpinning qualitative research and design in business and management, and assesses the advantages and disadvantages of the different approaches. Key features include: Case studies, exercises, further reading and examples from first-tier journals An enhanced Companion Website including journal articles and weblinks Chapters on writing up research and how to get your research published. Visit the Companion Website at www.sagepub.co.uk/myers2e

Book Information

Paperback: 296 pages Publisher: SAGE Publications Ltd; 2nd ed. edition (April 5, 2013) Language: English ISBN-10: 0857029746 ISBN-13: 978-0857029744 Product Dimensions: $6.7 \times 0.7 \times 9.5$ inches Shipping Weight: 1.3 pounds (View shipping rates and policies) Average Customer Review: 5.0 out of 5 stars Â See all reviews (2 customer reviews) Best Sellers Rank: #742,255 in Books (See Top 100 in Books) #106 in Books > Business & Money > Processes & Infrastructure > Research & Development #671 in Books > Textbooks > Business & Finance > Business Development #3673 in Books > Business & Money > Education & Reference

Customer Reviews

It is a good book for an introduction to qualitative research in business and management. If you are a new research student both master and PhD, this book is good for you. It however, is not suitable for you when you want to go deep down in a particular method and technique of analysis. It does not cover critical realism as a paradigm in this book. However, it is easy to read and understand unlike some methodology books; this is the very strong point of the book.

Awesome

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