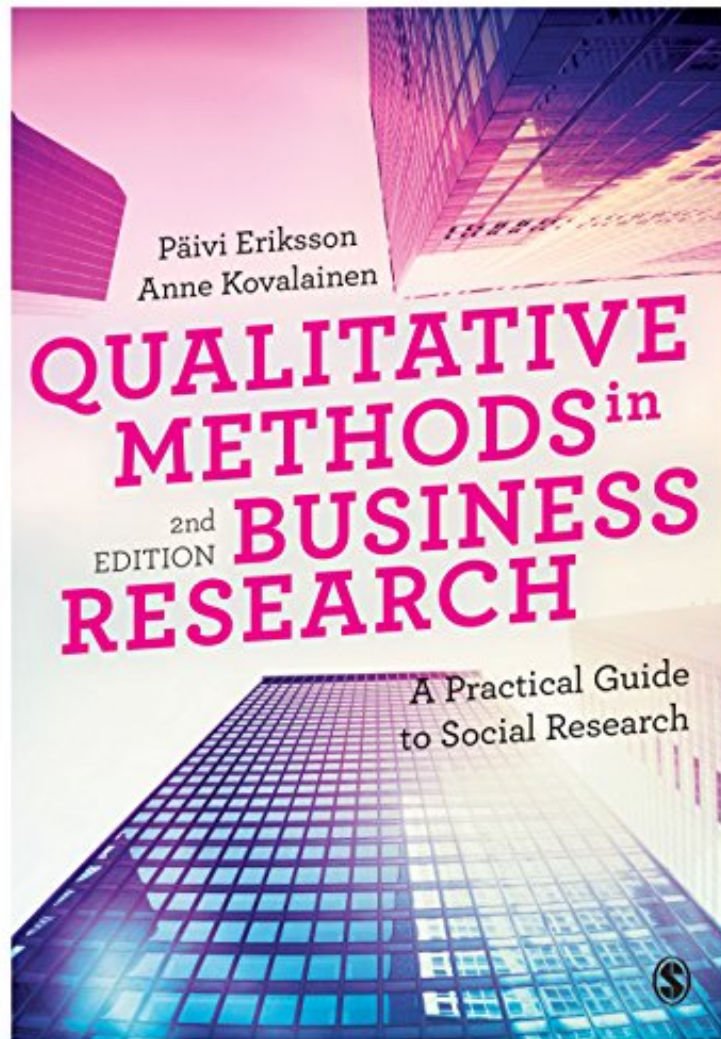


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Qualitative Methods in Business Research: A Practical Guide to Social Research (Introducing Qualitative Methods series)

Päivi Eriksson, Anne Kovalainen
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This pragmatic, applied textbook showcases the potential and impact of qualitative research in business and

management. Using case studies and a global approach it provides you with an overview of the philosophies, methodologies and methods you will need to research in this field. Demystifying the whole process, it walks you through every aspect of conducting and using research in business, including generating questions, collecting useful data, evaluating the research and disseminating your findings. It also: Explores the challenges of working with qualitative data. Introduces qualitative methods including interviews, focus groups ethnography. New to the 2nd edition: The role of digital tools and social media, and how you can use them for data collection. 3 new chapters on qualitative content analysis, visual research and publishing research. Praise for the 1st edition: 'Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research' - The Qualitative Report

Eriksson and Kovalainen have improved on what was already a very useful and usable guide to the theory and application of a range of qualitative methods. All the five new chapters add considerably to the book, but the chapters on content analysis and breaking field boundaries are particularly enlightening. This will be my go to book for research and teaching.--Albert Mills (10/06/2015) Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research--The Qualitative Report Eriksson and Kovalainen have improved on what was already a very useful and usable guide to the theory and application of a range of qualitative methods. All the five new chapters add considerably to the book, but the chapters on content analysis and breaking field boundaries are particularly enlightening. This will be my go to book for research and teaching.--Albert Mills (10/06/2015) Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research--The Qualitative Report Eriksson and Kovalainen have improved on what was already a very useful and usable guide to the theory and application of a range of qualitative methods. All the five new chapters add considerably to the book, but the chapters on content analysis and breaking field boundaries are particularly enlightening. This will be my go to book for research and teaching. (Albert Mills 2015-10-06) Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research (The Qualitative Report) About the Author Pauml;ivi Eriksson is a Professor of Management at the University of Eastern Finland Business School. Her research focuses on innovation, commercialization, gender and qualitative research methods. She has published research in a number of scholarly journals and co-authored a book titled Qualitative Methods in Business Research (SAGE 2008; 2nd edition forthcoming in 2015/2016).