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	Autore	Muhm Miryam
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Nota di contenuto

Consumer Psychology: A Study Guide to Qualitative Research Methods; Book Sections; Detailed table of contents; Preface; Synopsis of Chapters; Section 1 - Planning the Research Project; Chapter 1. What are Qualitative Research Methods in Qualitative Consumer Psychological Research?; Chapter 2. Using a Mapping Sentence to Manage a Consumer Research Project; Chapter 3. Research Ethics; Section 2 - Approaches to Qualitative Research Methods in Consumer Psychological Research; Chapter 4. Projective Techniques; Chapter 5. Focus Groups; Chapter 6. In-Depth Interviews; Chapter 7. Ethnography Chapter 8. Netnography Chapter 9. Visual Ethnography; Chapter 10. Artefacts; Chapter 11. Archives; Chapter 12. Journals and Diaries; Chapter 13. Autoethnography; Section 3 - Practical Procedures; Introduction; Chapter 14. Projective Techniques; Chapter 15. Focus Groups; Chapter 16. In-Depth Interviews; Chapter 17. Ethnography; Chapter 18. Netnography; Chapter 19. Visual Ethnography; Chapter 20. Artefacts; Chapter 21. Archives; Chapter 22. Journals and Diaries; Chapter 23. Autoethnography; Section 4 - Writing and Analysing a Research Report Chapter 24. The Structure of an Academic Article/Report Appendices

Sommario/riassunto

This book provides students with a clear and concise guide to studying undergraduate courses in qualitative consumer research and ethnography. The authors present the major qualitative research approaches used in consumer and marketing research as well as practical procedures and theoretical aspects of research design, report presentation etc. In addition to that a weekly study guide, including comprehensive reading lists, completes the book.
