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Sommario/riassunto	The aim of this e-book is to highlight the fact that: (i) qualitative research is now thriving in the academic finance community; and (ii) that qualitative methods are appropriate and insightful with regard to a range of key research questions and in a range of global locations. Overall, it is hoped that this collection of articles will continue the current movement in the direction of greater use of qualitative techniques in finance research, not as part of a trend towards the abandonment of the conventional quantitative techniques, but rather as a complement to them, as attempts continue to explain and predict individual and institutional behaviour in modern capital markets.