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Record Nr.	UNINA9910459705103321
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Titolo	Crafting qualitative research : working in the postpositivist traditions / / Pushkala Prasad
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2015
ISBN	0-7656-0790-5
	1-317-47369-8
	1-315-70538-9
Descrizione fisica	1 online resource (350 p.)
Disciplina	001.4/2
Soggetti	Qualitative research
	Qualitative research - Methodology
	Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2005 by M.E. Sharpe.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Cover""; ""Half Title""; ""Title Page""; ""Copyright Page""; ""Table of Contents""; ""Acknowledgments""; ""1. Qualitative Research as Craft: Postpositivist Traditions and Research Styles""; ""I. The Interpretive Traditions""; ""2. Symbolic Interactionism: Searching for Self and Meaning""; ""3. Hermeneutics: The Interpretation of Texts""; ""4. Dramaturgy and Dramatism: Social Life as Theater and Stage""; ""5. Ethnomethodology: The Accomplishment of Ordinary Lives""; ""6. Ethnography: Cultural Understandings of Natives""; ""II. Traditions of Deep Structure""
	""7. Semiotics and Structuralism: The Grammar of Social Reality""""III. The Critical Traditions""; ""8. Historical Materialism: Class, Conflict, and Domination""; ""9. Critical Theory: Hegemony, Knowledge Production, and Communicative Action""; ""10. Feminism: Gender as the Core Social Principle""; ""11. Structuration and Praxeology: Transcending Dualisms Within Frameworks of Power""; ""IV. Traditions of the ""Post""""; ""12. Postmodemism: Playing with Images and the ""Truth""""; ""13. Poststructuralism: Discourse, Discipline, and Deconstruction""
	""14. Postcolonialism: Unpacking and Resisting Imperialism""""15. Conclusion: Tradition, Improvisation, and Quality Control"";

""References""; ""Index""; ""About the Author""

Sommario/riassunto	Courses in management research have traditionally focused on quantitative techniques, and no available text adequately covers the many different perspectives within the qualitative model or shows which qualitative techniques work best in different settings. ""Crafting Qualitative Research"" fills this need. In clear and readable prose, this comprehensive text offers a detailed guide to the rich diversity of qualitative research traditions, with examples and applications specifically designed for the field of management. Each of the book's four main sections includes a descriptive ""tree"" diag