1. Record Nr. UNINA9910460319303321 Autore Walle Alf H. **Titolo** Qualitative research in business: a practical overview / / Alf H. Walle Pubbl/distr/stampa Newcastle upon Tyne, England:,: Cambridge Scholars Publishing,, 2015 ©2015 **ISBN** 1-4438-7939-8 Descrizione fisica 1 online resource (195 p.) Disciplina 650.072 Soggetti Business - Research Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references at the end of each chapters and index. Nota di contenuto TABLE OF CONTENTS: ACKNOWLEDGEMENTS: FOREWORD: PART I: CHAPTER ONE; CHAPTER TWO; PART II; CHAPTER THREE; CHAPTER FOUR; CHAPTER FIVE; PART III; CHAPTER SIX; CHAPTER SEVEN; **EPILOGUE**; INDEX Sommario/riassunto Qualitative methods are today taking their rightful place as valuable and powerful research tools both in business and elsewhere. Many professionals, however, continue to lack the skills needed to apply these methods in an effective and convincing manner. Qualitative Methods in Business Research: A Practical Guidebook offers an analysis and ""how to"" guide regarding qualitative research methods that provides practical and effective advice for those seeking knowledge

regarding the application o...