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## 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

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