

1. Record Nr.	UNINA9910809401303321
Titolo	New paths to thick descriptions [[electronic resource]] : innovativeness in data collection and interpretation // guest editors: Richard Elliott and Avi Shankar
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50875-2 9786610508754 1-84544-290-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (118 p.)
Collana	Qualitative market research an international journal ; ; v. 8, no. 2
Altri autori (Persone)	ElliottRichard ShankarAvi
Disciplina	658.83065
Soggetti	Consumers - Research Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	CONTENTS; EDITORIAL ADVISORY AND REVIEW BOARD; Guest editorial; Videography in marketing and consumer research; Processes, relationships, settings, products and consumers: the case for qualitative diary research; Exploring innovative methodologies for child-centric consumer research; Shopping with consumers: reflections and innovations; Sensitive research topics: netnography revisited; Moving shadows: suggestions for ethnography in globalised cultures; I can read you like a book! Novel thoughts on consumer behaviour
Sommario/riassunto	About the Guest Editors Richard Elliott is Professor of Marketing and Consumer Research atWarwick Business School and a Fellow of St Anne's College, Oxford. He is a visiting professor atESCP-EAP Paris, Universite Paris II, and Thammasat University Bangkok.