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Management Research: Theory and Practice

By Dr Mark Easterby-Smith, Professor Richard Thorpe, Professor Paul R Jackson

Sage Publications Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 3rd Revised edition. 226 x 185 mm. Language: English . Brand New Book ***** Print on Demand *****.A phenomenal success from its first edition, the Third Edition continues to be the definitive word in management research methods. A preview the Third Edition s opening chapters guide to its teaching and learning features, designed to stimulate student engagement with the content. Integrating qualitative and quantitative methods, underpinned by an understanding of philosophy and, crucially, politics, Management Research succeeds in tackling complex issues in a clear and accessible way. Watch the author video to find out how the Third Edition will help readers to conduct and understand the logic behind management research. It includes six new chapters on: reviewing the field, designing management research, ethics, action research, gathering and analysing qualitative and quantitative data, and writing-up. It provides expanded coverage of quantitative methods for a balanced treatment of quantitative and qualitative approaches. It includes more learning features to stimulate and engage students: real-world examples and numerous individual and class review exercises. It also includes a new companion website with a full instructors manual, including PowerPoint slides and extra case material for lecturers. Students have...



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