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Título: Essential Guide To Qualitative Methods In Organizational Research

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Building on their previous works published in 1994 and 1998, Cassell (organizational psychology, U. of Sheffield) Symon (organizational psychology, Birkbeck College, U. of London) and contributors continue to raise the profile of qualitative methods in research. The 30 articles here include such topics as promoting new research practices, using interviews and electronic interviews and gathering life histories. Other techniques and topics include critical incident techniques, repertory grids, cognitive mapping, the 20 statements test, quality research diaries, stories, pictorial representations, group methods, participant observation, analytic induction, discourse analysis, data matrices, ethnography, action research/research action, and co-research. Articles contain their own references and the editors provide a general index.