

Librería
Bonilla y Asociados
desde 1950



Título: Handbook Of Qualitative Research Methods In
Entrepreneurship

Autor: Neergard Helle/ Parm Ulhoi John

Precio: \$1200.00

Editorial:

Año: 2007

Tema:

Edición: 1^a

Sinopsis

ISBN: 9781847209597

This expansive and practical Handbook introduces the methods currently used to increase the understanding of the usefulness and versatility of a systematic approach to qualitative research in entrepreneurship. It fills a crucial gap in the literature on entrepreneurship theory, and, just as importantly, illustrates how these principles and techniques can be appropriately and fruitfully employed. The Handbook is underpinned by the belief that qualitative research has the potential to charter hitherto unexplored waters in the field of entrepreneurship and thus contribute significantly to its further advancement. The contributors seek to assist entrepreneurship researchers in making more informed choices and designing more rigorous and sophisticated studies. They achieve this by providing concrete examples of research experiences and tangible 'how to' advice. By clarifying what these research methods entail, how they are currently being used and how they can be evaluated, this Handbook constitutes a comprehensive and highly accessible methodological toolbox.