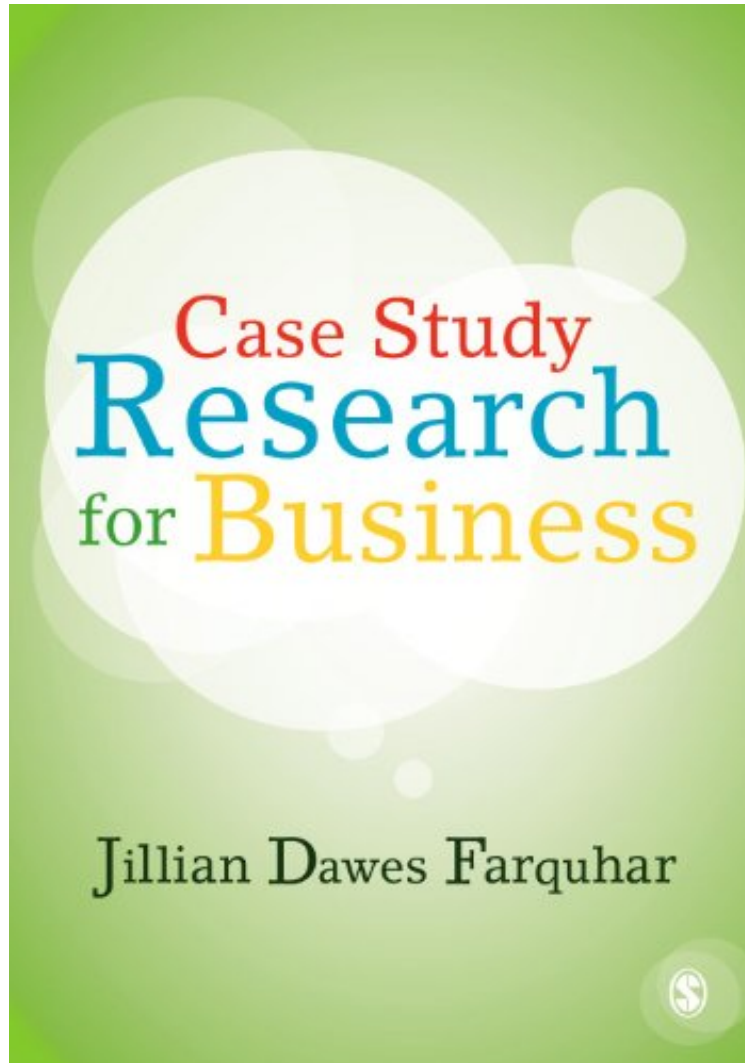


## Case Study Research for Business

*Jillian Dawes Farquhar*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



#1888098 in eBooks 2012-02-21 2013-12-04File Name: B00CBXLMPG | File size: 70.Mb

**Jillian Dawes Farquhar : Case Study Research for Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Case Study Research for Business:

Electronic Inspection Copy available for instructors hereThe only case study research textbook written exclusively for students of Business and related disciplines.Using a step-by-step approach, Case Study Research for Business takes you right through the case study research process from research design and data collection using qualitative and quantitative methods, to research analysis, writing up and presenting your work.Key features:- Takes a multidisciplinary approach to case study research design by drawing on research philosophies to improve student

understanding of these critical research traditions and hence provide firmer theoretical foundations for their research- Coverage of contemporary topics such as research ethics and access- Packed with practical examples from all areas of business - Pedagogical features include vignettes, exercises and 'cases' which directly relate to business research Case Study Research for Business will prove a valuable resource for undergraduate, postgraduate and research students of business and related disciplines.

I particularly recommend chapters 2 and 4. Both concern the time consuming but essential preparatory aspects to achieve excellent research which are frequently overlooked or 'bolted-on' by students in their anxiety to get cracking Toni Hilton Marketing and Business Strategy, University of Westminster This book is an invaluable resource for anyone considering or engaging in a case study approach whether they are a final year undergraduate dissertation student, a Masters student or even a PhD researcher. This clearly written and logically structured book is not only informative and comprehensive but combines a rigorous and practical approach to case study research with an approachable style that should appeal to both students and lecturers alike Dr. Tony Garry Senior Lecturer in Marketing, University of Otago, New Zealand Case study research is surrounded by confusion, uncertainty and prejudice. This book provides both a comprehensive understanding and step by step guide that should enable anyone to confidently select and undertake case study based research. With its easy to read format, this text will soon become one of the small handful of 'must have' research texts for students and other researchers Dr Julie Robson Director of Enterprise, Business School, Bournemouth University, UK This is a clearly written text that demystifies the process of undertaking case study research and cogently explains how to undertake a credible and convincing research investigation. Unlike many other case study research texts this book focuses on the needs of Business students (and the expectations of their supervisors and examiners!) and clearly explains the stages involved in undertaking a case study while emphasising the need for meticulous preparation, planning and presentation. The approach used presents key concepts and expectations in a manner and language easily accessible by students including those tackling an Undergraduate dissertation or at the beginning of Doctoral study Professor Denise Skinner Dean of Faculty and Professor of HRM, Coventry University An important and welcome book, which should quite rightly raise the credibility of case study research. Its appeal will be to doctoral students, their supervisors and examiners, who aspire to research contemporary phenomena. This approach to research, has much to offer from both a rigour and relevance perspective and hence has value for both academics and practitioners Professor Steve Worthington Department of Marketing, Monash University, Australia This is a highly accessible and down-to-earth book. It is packed full of tips and insights, and steers the reader carefully through the theoretical and practical issues involved in trying to achieve academic rigour whilst taking account of practitioner values and benefits. This book should enable even novice researchers to use case study strategy to produce a robust and good quality thesis or dissertation Rachel Gosling Dean of Postgraduate Programmes, IFS School of Finance This text provides much needed guidance for an important area of research - case studies. There are few useful resources in this area so it is with pleasure that I read this book; the writing style is engaging for students, the content is highly credible and the inclusion of quantitative data as a source of information makes this a unique text. This book is a must-have for anyone doing case-study analysis (or supervising students who are using this approach) Professor Rebekah Russell-Bennet QUT Business School, Queensland University of Technology, Australia I particularly recommend chapters 2 and 4. Both concern the time consuming but essential preparatory aspects to achieve excellent research which are frequently overlooked or prime; bolted-on prime; by students in their anxiety to get cracking Toni Hilton Marketing and Business Strategy, University of Westminster This book is an invaluable resource for anyone considering or engaging in a case study approach whether they are a final year undergraduate dissertation student, a Masters student or even a PhD researcher. This clearly written and logically structured book is not only informative and comprehensive but combines a rigorous and practical approach to case study research with an approachable style that should appeal to both students and lecturers alike Dr. Tony Garry Senior Lecturer in Marketing, University of Otago, New Zealand Case study research is surrounded by confusion, uncertainty and prejudice. This book provides both a comprehensive understanding and step by step guide that should enable anyone to confidently select and undertake case study based research. With its easy to read format, this text will soon become one of the small handful of prime; must have prime; research texts for students and other researchers Dr Julie Robson Director of Enterprise, Business School, Bournemouth University, UK This is a clearly written text that demystifies the process of undertaking case study research and cogently explains how to undertake a credible and convincing research investigation. Unlike many other case study research texts this book focuses on the needs of Business students (and the expectations of their supervisors and examiners!) and clearly explains the stages involved in undertaking a case study while emphasising the need for meticulous preparation, planning and presentation. The approach used presents key concepts and expectations in a manner and language easily accessible by students including those tackling an Undergraduate dissertation or at the beginning of Doctoral study Professor Denise Skinner Dean of Faculty and Professor of HRM, Coventry University An important and welcome book, which should quite rightly raise the credibility of case study research. Its appeal will be to doctoral students, their supervisors and examiners, who aspire to research contemporary phenomena. This approach to research ,has much to offer from both a

rigour and relevance perspective and hence has value for both academics and practitioners

**Professor Steve Worthington** Department of Marketing, Monash University, Australia This is a highly accessible and down-to-earth book. It is packed full of tips and insights, and steers the reader carefully through the theoretical and practical issues involved in trying to achieve academic rigour whilst taking account of practitioner values and benefits. This book should enable even novice researchers to use case study strategy to produce a robust and good quality thesis or dissertation

**Rachel Gosling** Dean of Postgraduate Programmes, IFS School of Finance This text provides much needed guidance for an important area of research - case studies. There are few useful resources in this area so it is with pleasure that I read this book; the writing style is engaging for students, the content is highly credible and the inclusion of quantitative data as a source of information makes this a unique text. This book is a must-have for anyone doing case-study analysis (or supervising students who are using this approach)

**Professor Rebekah Russell-Bennet** QUT Business School, Queensland University of Technology, Australia

**About the Author** **Jillian Dawes Farquhar** is Professor of Marketing Strategy at the University of Bedfordshire and Director of the Doctoral Programme in the Business School.