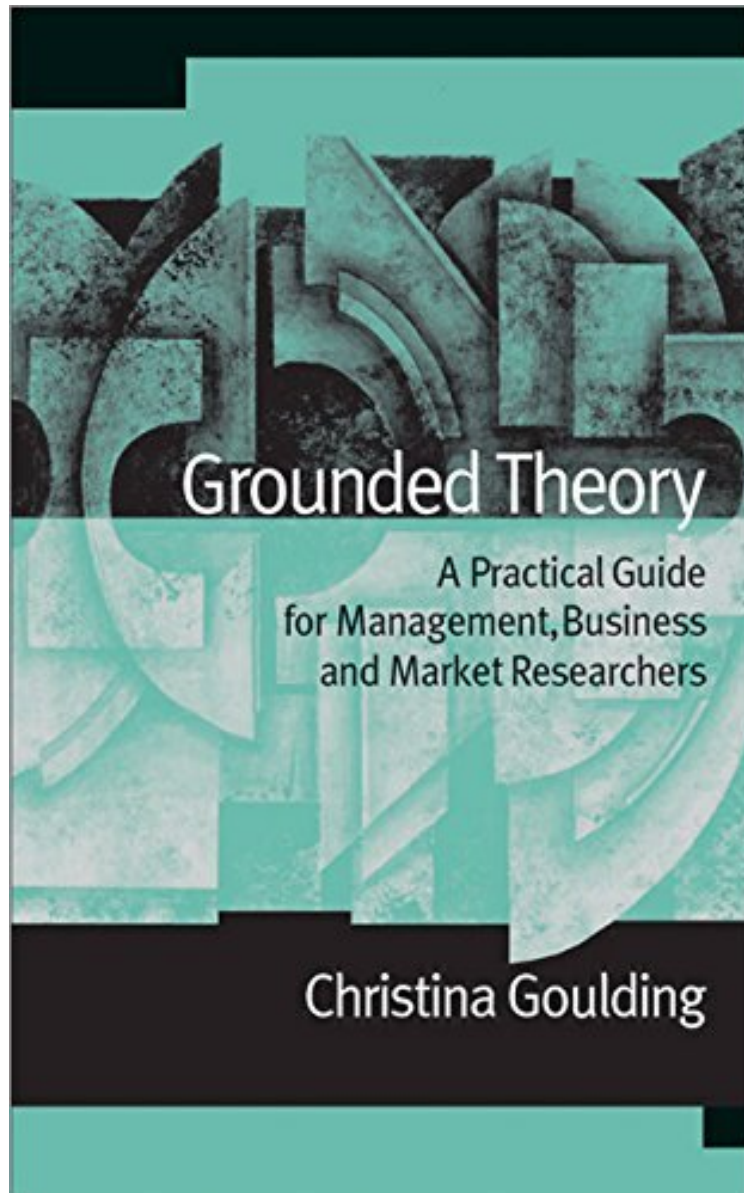


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Grounded Theory: A Practical Guide for Management, Business and Market Researchers

Christina Goulding

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Christina Goulding : Grounded Theory: A Practical Guide for Management, Business and Market Researchers before purchasing it in order to gage whether or not it would be worth my time, and all praised Grounded Theory: A Practical Guide for Management, Business and Market Researchers:

Written with a clarity of style and a practical slant throughout, this book represents a primer for organizational, business and marketing students studying for research degrees who would like to adopt the grounded theory methodology approach for their dissertation or thesis. In a similar vein, it also should be a hugely important resource for researchers. It aims to both properly contextualise grounded theory by looking at its background, characteristics and the different sides of the argument of its potential for the researcher, but also to outline how the approach may be applied within a research context. Grounded Theory is different from other texts on four levels: It offers an overview of qualitative methods in general and locates grounded theory in this context;. It compares and contrasts the various grounded theory approaches in an accessible manner;. It offers an in-depth case study for students and researchers to follow//use;. And it provides a critique of the methodology itself. Essential reading for advanced students and academics in the fields of organizational and business studies, marketing and management.

About the AuthorResearch

Interests: consumer behaviour; Developing an understanding of the consumption/identity link; - Identity and consumption with a particular emphasis on body image, strategies for resisting the market place and non-conformist consumption; - The application and development of qualitative research methodologies and in particular grounded theory