


The SAGE Handbook of
Qualitative Business
and Management
Research Methods



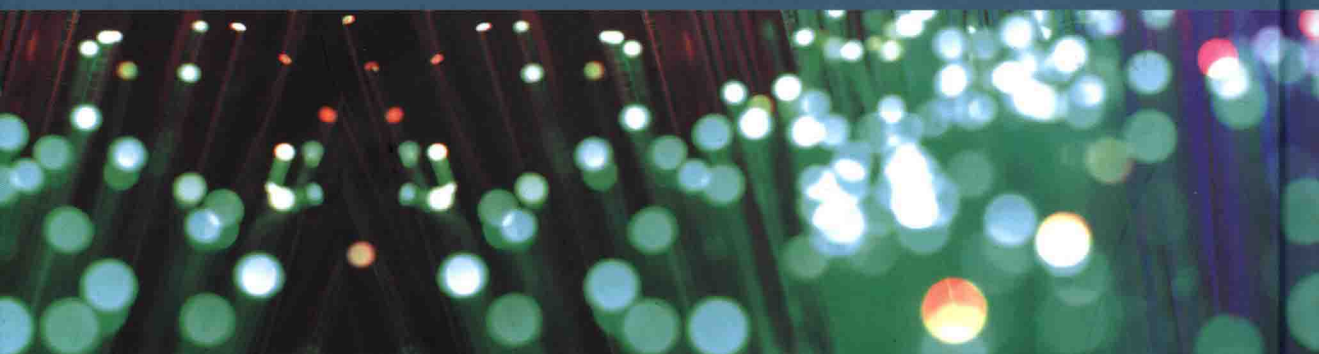
Methods and Challenges

Edited by
Catherine Cassell,
Ann L. Cunliffe
and Gina Grandy



'In an age of Handbook overload, this collection truly stands out. Covering an impressive range of approaches, issues, and techniques, it spans conventional and novel orientations with nuanced treatment from thoughtful and experienced researchers. This is a work that honors the "tried and true" even as it explores the cutting edge – a new essential companion for graduate education in qualitative inquiry'.

Karen Lee Ashcraft, PhD, Professor, Department of Communication, University of Colorado Boulder



The SAGE Handbook of Qualitative Business and Management Research Methods provides a state-of-the art overview of qualitative research methods in the business and management field. Bringing together a team of leading international researchers, the chapters offer a comprehensive overview of the key methods and challenges encountered when undertaking qualitative research in the field. The chapters have been arranged into three thematic parts:

Part I examines a broad spectrum of contemporary methods, from autoethnography and discourse analysis, to shadowing and thematic analysis.

Part II presents an overview of key visual methods, such as photographs, drawing, video and web images.

Part III explores methodological developments, including aesthetics and smell, fuzzy set comparative analysis, and beyond.

Catherine Cassell is Dean of Birmingham Business School at the University of Birmingham.

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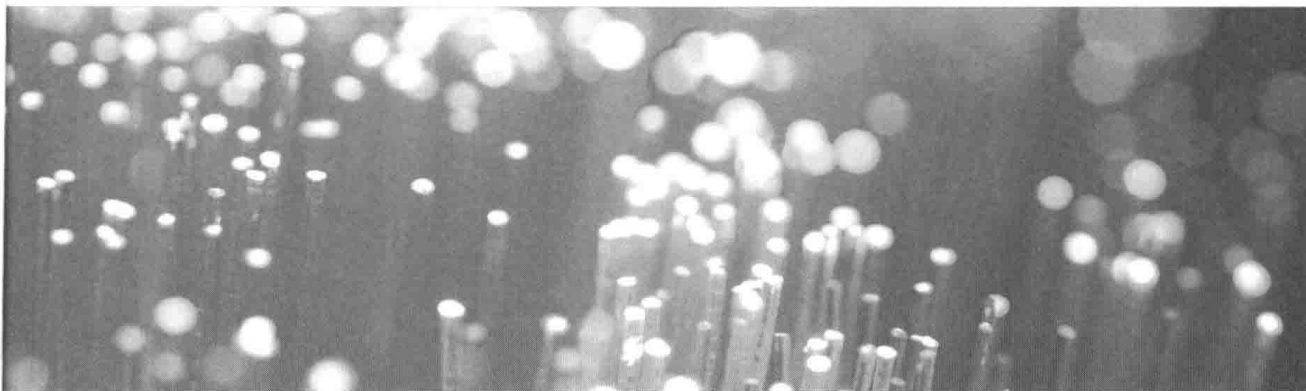
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The SAGE Handbook of Qualitative Business and Management Research Methods



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