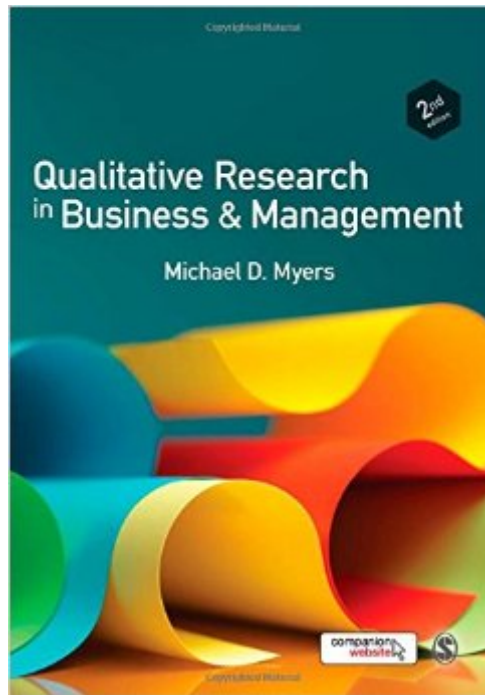


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# Qualitative Research In Business And Management



## Synopsis

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It is a good book for an introduction to qualitative research in business and management. If you are a new research student both master and PhD, this book is good for you. It however, is not suitable for you when you want to go deep down in a particular method and technique of analysis. It does not cover critical realism as a paradigm in this book. However, it is easy to read and understand unlike some methodology books; this is the very strong point of the book.

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