

Managing Content Marketing The Real World Guide For Creating Passionate Subscribers To Your Brand Paperback

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for both students and instructors more than just theory this guide is designed to give you a real world practitioner's view of how qualitative research is handled every step of the way many different disciplines rely on qualitative research as a method of inquiry to gain an in depth understanding of human behavior and the governing forces behind it qualitative research asks why and how and the data is frequently complex and difficult to measure this book shows you how to effectively handle qualitative work regardless of where it's being applied understand the strengths and limitations of qualitative data learn how experts work around common methodological issues compare actual field notes to the qualitative studies they generated examine the full range of qualitative methods throughout the research process whether you're studying sociology psychology marketing or any number of other fields especially in the social and behavioral sciences human behavior is the central concern of your work so what drives human behavior that's what qualitative research helps to explain introduction to qualitative research methods gives you the foundation you need to begin seeking answers

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