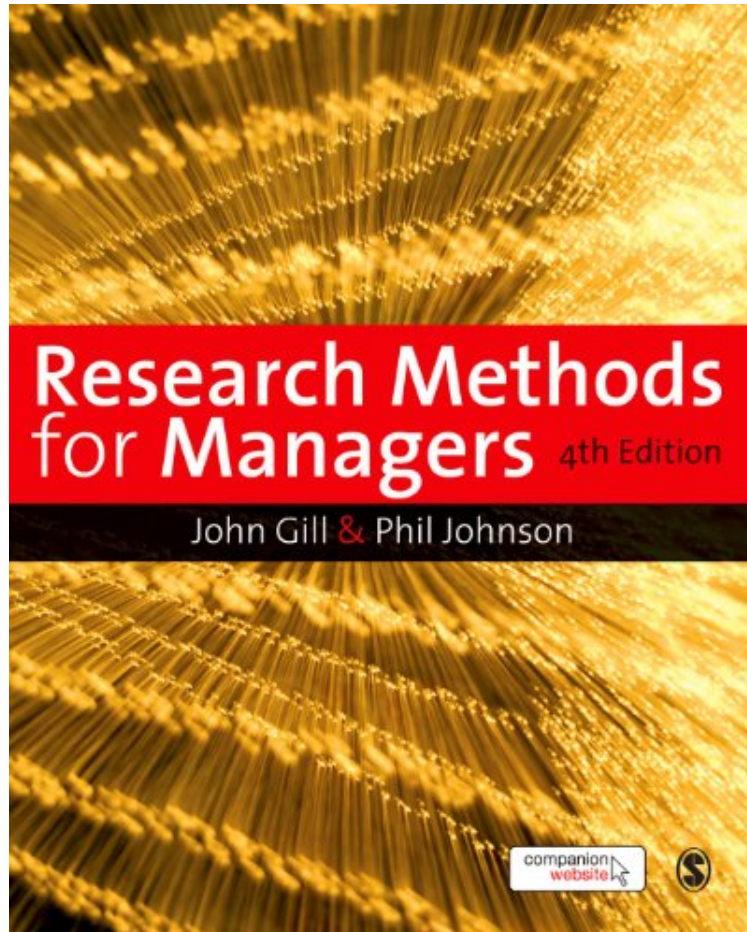


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Research Methods for Managers

John Gill, Phil Johnson

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In this sense this is very much a practical, hands on book that can be 'dipped' in and out of at any stage of the work being undertaken. I would certainly recommend this book to all higher degree students, and interestingly, some of my undergraduate students would find it very useful also' - Dr. Terry Thorne, Lecturer in Nursing, Samuel Fox House `Research Methods for Managers third edition continues the well established tradition of providing both students and practitioners in social sciences with a highly readable, readily accessible and invaluable introductory resource to guide the formulation, development and operationalisation of methodological approaches to research in management. Succinctly written, yet fully comprehensive this publication stands out from the burgeoning number of research methods of research texts by addressing explicitly the key philosophical principles that lay the foundation for methodology-related decisions. Based upon the authors' extensive experience as practicing researchers, leaders of teams of researchers and supervisors of undergraduate, postgraduate and post-experience students, the text adopts a pragmatic stance toward the realities of management research in the 21st Century. The third edition has been extensively up-dated to incorporate the major new philosophical developments that influence research in social science. Topical yet practical examples of research methods in the field and new tools and techniques to assist the researcher have also been incorporated together with general up-dating to reflect the state of the art of management research. Comprehensive coverage; clear, logical structure; lucid, accessible writing style this masterful introduction to management research sets a standard others will find hard emulate. A highly informative 'must buy' recommendation and essential reading for all engaged in research in management' - Peter L Jennings, University of Southampton, School of Management `Gill and Johnson do a first class job of interpreting and personalising the mystique of research in business and management. The new edition of their book offers a wealth of detail encompassing all aspects of research in practice. It offers real insights into the process of selecting a research approach and the practical, philosophical and methodological implications that ensue. The book is thoughtful and incisive. The authors well-grounded experience in research shows throughout the work injecting a much needed dose of realism. The result is a well-balanced treatment of the crucial issues in management research. As I was reading through the work, I found myself challenging my own research perceptions and approaches. I personally rate it as a real gem. A must for the questioning research student (and the professional researcher)' - Darren Dalcher, Head of Software Forensics Centre, Middlesex University `John Gill Phil Johnson have written a text which is necessary reading for management students. But it is even more necessary reading for those managers - both of the student and/or practising variety - who in their search for a coherent and hard identity have chosen to see themselves as men and women of action rather than theorists'-Alex Weich, Westminster Business School `This book was unusual in that as well as being most informative, it was a most enjoyable read. It managed to achieve exactly what the authors said it would do. 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