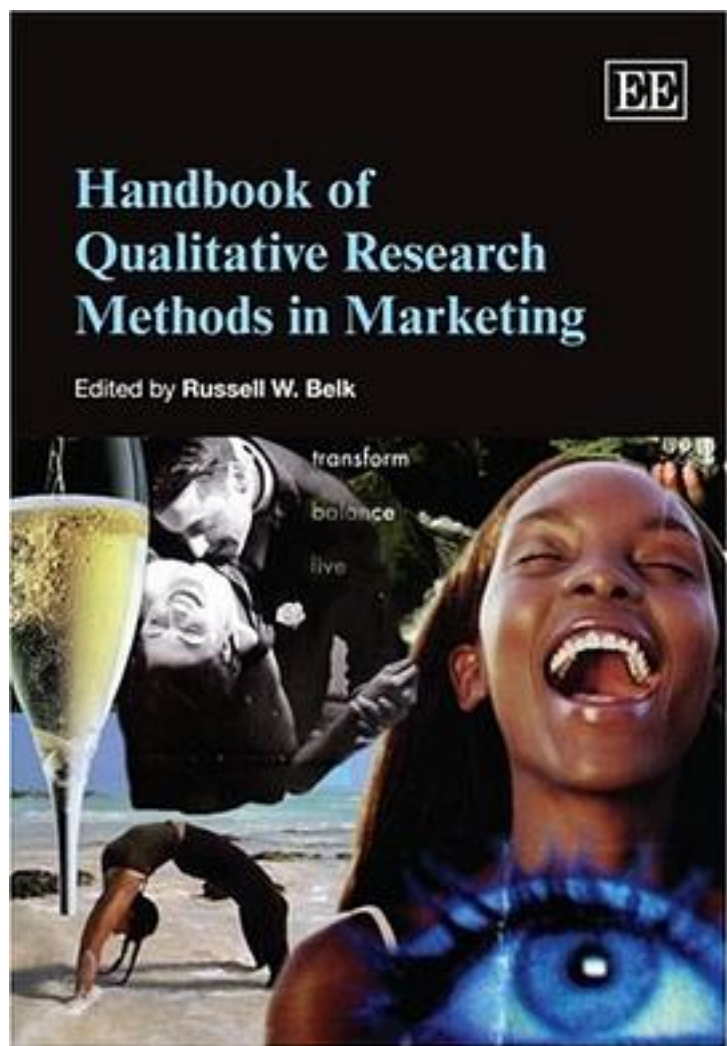


Handbook of Qualitative Research Methods in Marketing



[Handbook of Qualitative Research Methods in Marketing_ 下载链接1](#)

著者:Belk, Russell W. (EDT)

出版者:Edward Elgar Pub

出版时间:2008

装帧:HRD

isbn:9781845421007

Review

'Belk has compiled an exhaustive collection of contributions from scholars and practitioners throughout North America and Europe... This extremely informative volume spans the full array of qualitative research areas... Highly recommended.- S.D. Clark, Choice

Product Description

"The Handbook of Qualitative Research Methods in Marketing" offers both basic and advanced treatments intended to serve academics, students, and marketing research professionals. The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in: research paradigms such as grounded theory and semiotics; research contexts such as advertising and brands; data collection methods such as projectives and netnograph; data analysis methods such as metaphoric and visual analyses; presentation topics such as videography and reflexivity; applications such as ZMET applied to Broadway plays and depth interviews with executives; and, special issues such as multi-sited ethnography and research on sensitive topics. Authors include leading scholars and practitioners from North America and Europe. They draw on a wealth of experience using well-established as well as emerging qualitative research methods. The result is a thorough, timely, and useful Handbook that will educate, inspire, and serve as standard reference for marketing academics and practitioners alike.

作者介绍:

About the Author

Edited by Russell W. Belk, Kraft Foods Canada Chair of Marketing, Schulich School of Business, York University, Toronto, Canada --This text refers to the Hardcover edition.

目录:

[Handbook of Qualitative Research Methods in Marketing_下载链接1](#)

标签

营销研究

定性研究

实践

定性分析

学术

评论

两年半前买的，零打碎敲读了30%的章节。这个十一假期一鼓作气读完570多页正文。对于现在市场研究的从业人员，不要希望能够直接应用本书，绝大多数内容偏学术，只有FGD一章对实践有些指导意义。但是要想改变中国定性研究极端落后的现状，希望更多的人能够硬着头皮啃下至少7/8章

[Handbook of Qualitative Research Methods in Marketing_ 下载链接1](#)

书评

[Handbook of Qualitative Research Methods in Marketing_ 下载链接1](#)