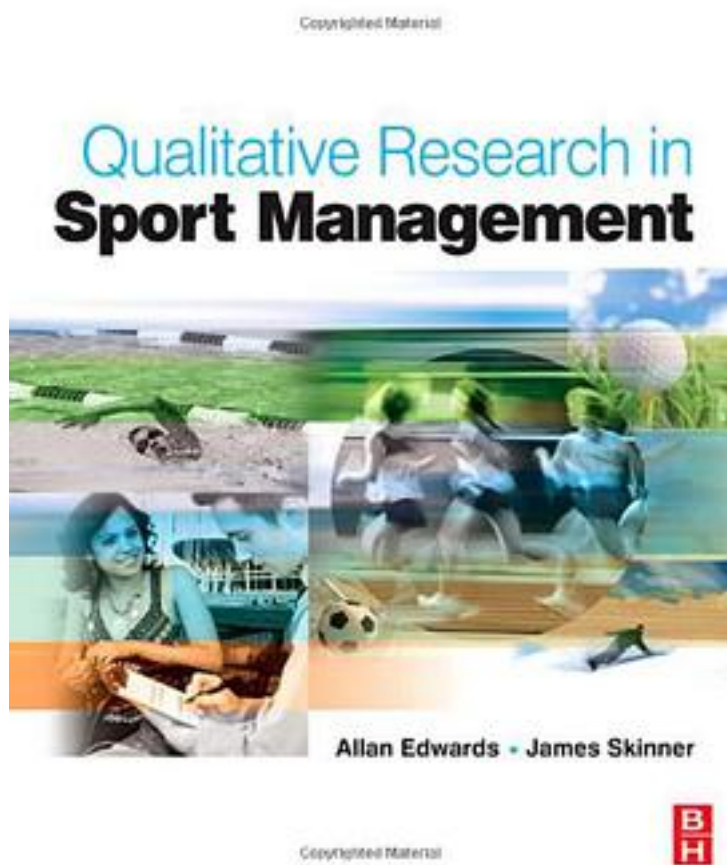


Qualitative Research in Sport Management



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著者:Edwards, Allan/ Skinner, James

出版者:

出版时间:2009-4

装帧:

isbn:9780750685986

This book is simply vital reading for any student undertaking a qualitative research project as part of their sport, leisure or recreation management studies, providing everything you need to succeed! Qualitative Research in Sport Management is the first book of its kind to bring together valuable research designs based on extensive

research in qualitative research methods across a number of different fields. Research designs from the fields of business, education, cultural studies, media studies, queer studies, sociology and psychology are applied specifically to sport management, taking into account the special features and nuances of this field. In each research design the text provides a concise guide to how each model can first be applied to sport management issues and problems, second, strengthen the research design, and finally, enhance the research process. Each chapter is carefully structured to ensure that key information is easy to locate and remember and includes: Introduction, Objectives, Key Concepts and Terms, and Review and research questions. International case studies, "In Profile" sections with leading sport management researchers and research briefs are used to illustrate how theory is put into practice. For those academics who prescribe the book, an accompanying website provides powerpoint summaries of each chapter. Please visit: www.textbooks.elsevier.com/9780750685986. You must be registered and logged in to access this resource. Associate Professor James Skinner, School of Education and Professional Studies, Griffith University, Australia. Allan Edwards, Univeristy of Ulster, Ireland.

* Simply vital reading for any student undertaking a qualitative research project, providing everything you need to succeed

* Every chapter includes Introduction, Objectives, Key Concepts and Terms, Summaries, Review and Research Questions, Case Studies and ?In conversation? vignettes with leading contributors in the field

* An accompanying website for the book provides the lecturer with additional case study material which relates to each case within the book

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