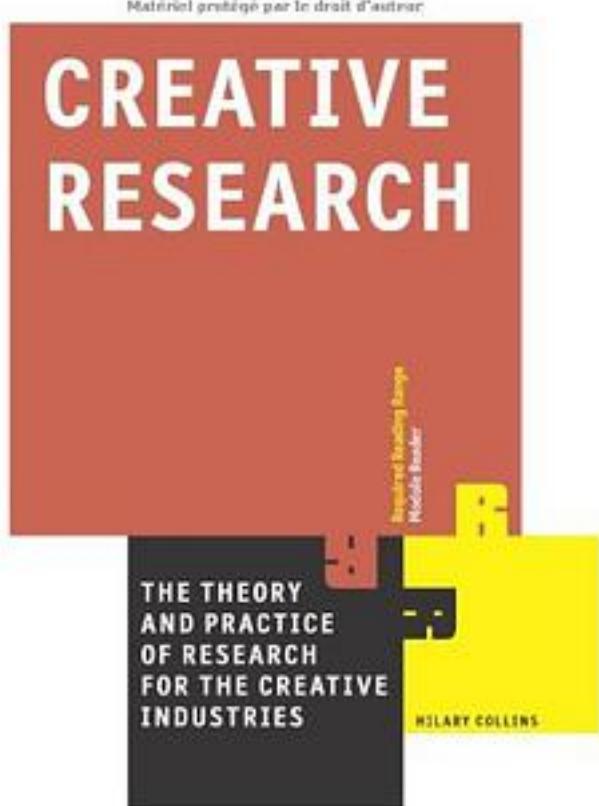# Creative Research

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Creative Research leads the reader through the key knowledge, practices and skills of research methods in the study of design management and focuses on defining the

research problem, deciding on a research process and undertaking a research project as a student at undergraduate or postgraduate level or as a practitioner within the creative fields. In addition to this, techniques and procedures for collecting and analysing different types of data are examined and analysed in detail. The skills necessary to promote the effectiveness and validity of research within the creative industries are highlighted in case studies, all of which also demonstrate what a well-designed research project can achieve.

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