



Doing Research Projects in Marketing, Management and Consumer Research

Chris Hackley

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As interpretive research perspectives become increasingly influential in the social sciences, so it becomes increasingly important for experienced researchers to familiarize themselves with the philosophical perspectives, data gathering techniques and analytical methods derived from interpretive research.

Examining these interpretive traditions, this informative book illustrates how they can be applied to research projects for first-time researchers in the fields of management, marketing and consumer research. Topics covered include:

- choosing the topic
- gathering qualitative data for interpretation
- themes and concepts of interpretive research
- semiotics, marketing and consumer research.

In offering practical examples drawn from existing studies and suggesting new topics for consideration, this book brings together major themes of interpretive research within a valuable practical guide. Suitable both for first time researchers and those with more experience, this is an ideal guide for anyone undertaking research in this area of study.



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