

New Books of the Month



Organising Knowledge: Methods and Case Studies

Edited by Johannes Gadner , Renate Buber & Lyn Richards

Applying Qualitative Methods to Marketing Management Research

Edited by Renate Buber, Johannes Gadner & Lyn Richards

Palgrave Macmillan, Basingstoke, UK.

It's rare that a conference makes a good book – but the unusual and enthusiastic conference in Vienna, 2002, from which these papers derive, made *two*! These collections of chapters about qualitative methods glow with enthusiasm for research and research challenges. Written for researchers and students whose needs are not well served by the wider qualitative methods texts, in a field where qualitative is still radical, their emphasis is on thinking about the applicable methods for the problem, what works and what doesn't, and on thinking through these issues via practical examples.

Organising Knowledge offers a pot pourri of papers that have in common pragmatic approaches to analysis. Case studies honestly evaluate methods applied to actual marketing management research questions. Reflective essays discuss the goals of such research and tools (including software tools) for doing it. For contents and more details, go to http://www.palgrave.com/catalogue/catalogue.asp?Title_Id=1403916616

Applying Qualitative Methods to Marketing Management Research looks more like a methods collection, with a range of theoretical and methodological thinkpieces, on marketing management theory, software tools and mixed methods approaches. But interspersed with these are practical stories of projects and processes.

http://www.palgrave.com/catalogue/catalogue.asp?Title_Id=1403916608