



Qualitative Research in Business and Management

By Michael David Myers

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Review

'An excellent and invaluable resource for those interested in conducting qualitative research in the business and management field' -

Catherine Cassell

Professor of Organizational Psychology, Manchester Business School, UK

'This wonderful book corrects a multiplicity of misconceptions and gives much practical advice. I recommend it wholeheartedly not only for instructors and students of qualitative methods, but also for every business school dean, dean of research, member of a promotion and tenure committee, and member of an external review or accreditation committee' -

M. Lynne Markus, The John W. Poduska

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'Michael Myers seems to have pulled off the almost impossible challenge of producing a research methods text book that is easy for a student to read, but is backed by sufficient scholarly references to constitute a reliable reference in the field'

Professor Cathy Urquhart

Acting Head of Research MMU and Chair of Digital and Sustainable Enterprise, Manchester Metropolitan University

About the Author

Michael D. Myers is Professor of Information Systems and Head of the Department of Information Systems and Operations Management at the University of Auckland Business School, Auckland, New Zealand. He has won numerous awards including Best Paper award for the most outstanding paper published in *MIS Quarterly* in 1999. He served as President of the Association for Information Systems (AIS) in 2006-2007 and is a Fellow of AIS.

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