



Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact

By Sarah J. Tracy

John Wiley and Sons Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 244 x 188 mm. Language: English . Brand New Book. Qualitative Research Methods is a comprehensive, all-inclusive resource for the theory and practice of qualitative/ethnographic research methodology. * Serves as a how-to guide for qualitative/ethnographic research, detailing how to design a project, conduct interviews and focus groups, interpret and analyze data, and represent it in a compelling manner * Demonstrates how qualitative data can be systematically utilized to address pressing personal, organizational, and social problems * Written in an engaging style, with in-depth examples from the author's own practice * Comprehensive companion website includes sample syllabi, lesson plans, a list of helpful website links, test bank and exam review materials, and exercises and worksheets, available upon publication at.



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