



Case study methods - theory and examples (Kathleen Eisenhardt Proceedings) (Chinese Edition)

By LI PING CAO YANG FENG

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2012-06 Pages: 499 Publisher: Peking University Press [Book Description] Li Ping, Cao Yang Feng, editor of the case study method: theory and examples - Kathleen Eisenhardt Essays by Catherine Aisen Ha Special 14 papers published in top academic journals compiled theme of the three papers of the case study method and theory building. 11 papers is an excellent example of the case studies. Case studies have become one of the basic research methods in management research. Kathleen Eisenhardt case study method not only emphasizes the rigor of the method, and more focus on to create a theory. Scholars at home and abroad more and more attention to China's domestic research, more and more scholars committed to creating management theory based on the Chinese special cultural scenarios. Based on this background, the case study method: theory and examples - Kathleen Eisenhardt Essays published, will help management scholars case study method guidance in building a local theory, in order to more effectively to create a local theory, and excellent academic papers published in world-class journals, obtain management theory in...



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