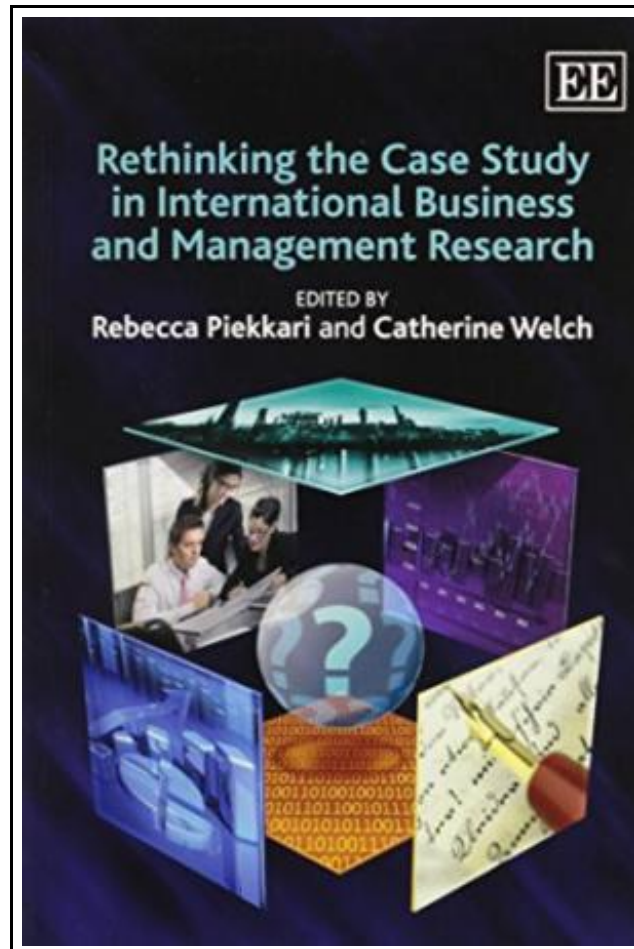


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Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.
(Blanca Davis)

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Edward Elgar Publishing Ltd. Paperback. Book Condition: new. BRAND NEW, Rethinking the Case Study in International Business and Management Research, Rebecca Piekkari, Catherine Welch, This important and original book critically evaluates case study practices and calls for a more pluralistic future for case research in international business (IB) and international management (IM). IB and IM researchers typically rely on a case study approach that could be characterized as 'qualitative positivism'. The editors and contributors look beyond this disciplinary convention and encourage pluralism in IB and IM case research. Their key argument is that increased awareness of the prevailing disciplinary convention - and its limitations - increases the potential for theoretical insight and methodological versatility in case research. The contributions provide critical, novel and innovative perspectives on the case study. The book offers inspiration to case authors, and is an authoritative methodological reference for reviewers of case research.



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