Building Methodological Bridges

Research Methodology in Strategy and Management

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About the Book

This book series' mission is to provide a forum for critique, commentary, and discussion about key research methodology issues in the strategic management field. Strategic management relies on an array of complex methods drawn from various allied disciplines to examine how managers attempt to lead their firms toward success. With this in mind this sixth volume of the series is built around the theme of 'Building methodological bridges'. Within this overarching theme, this volume includes two subthemes. The first is 'Bridges between macro and micro research' and the second is 'Bridges to stronger designs and analysis'. With authors from an array of backgrounds, including thought leaders from not only strategic management, but also from organizational behavior, human resource management, and entrepreneurship, we are confident that the chapters offered in the current volume will build bridges for the organizational sciences toward greater methodological rigor and creativity.

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