

Case Study Research

Theory, Methods and Practice

Arch G. Woodside

About the Book

Case Study Research: Theory, Methods and Practice looks at the research processes involved in conducting methods including participant observation, fuzzy set social science, system dynamics, decision systems analysis, forced metaphor elicitation technique, ethnographic decision tree modelling, mapping strategic thinking, the historical method, storytelling research and conversational analysis. The book reviews and applies the best literature on case study methods from several disciplines providing strong rationales for adopting case study research methods alone or in mixed-methods.



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