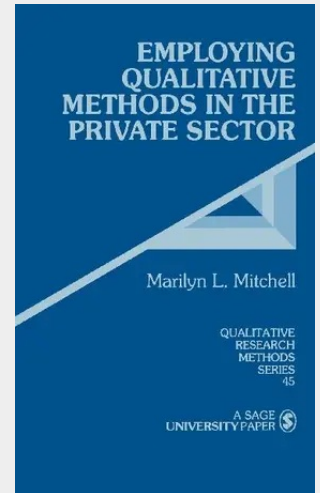


Employing Qualitative Methods in the Private Sector

Each year, academic institutions produce thousands of social science graduates skilled in applied social research - many more than can be absorbed in the teaching profession. In one of the latest volumes in the Qualitative Research Methods series, author Marilyn Mitchell provides information often left out of the social science curriculum - how and where can social scientists put their skills to use in the private sector? Employing Qualitative Methods in the Private Sector outlines some of the basic private sector research settings and provides clear and sensible advice on how one can rename one's skills and market oneself most effectively to the business community. Mitchell, herself employed in the private sector, also examines project and business management. Straightforward and pragmatic, Employing Qualitative Methods in the Private Sector is an essential tool for the researcher looking for new avenues in which to apply their research.

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