

Phillips

Linguistic Methods in Management Research

Nelson Phillips' exciting new text is the first to provide a comprehensive overview and comparison of all the major linguistic methods used in management research, including discourse analysis, rhetorical analysis, narrative analysis, semiotics, and content analysis. Linguistic Methods in Management Research explores the reasons why linguistic methods have been increasingly adopted, what they do for researchers, and how the main methods/approaches are used in practice. It looks at their shared philosophical foundation and history, and differentiates them from other qualitative methods in terms of application and purpose. Numerous examples of first-rate research and clear step-by-step instructions on applying these methods make this text ideal for management students of qualitative methods and researchers.

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Auf Anfrage

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