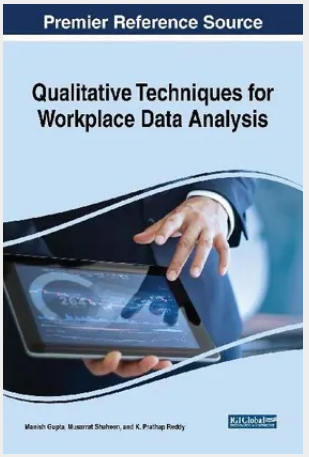
Business Science Reference

Qualitative Techniques for Workplace Data Analysis

In businesses and organizations, understanding the social reality of individuals, groups, and cultures allows for in-depth understanding and rich analysis of multiple research areas to improve practices. Qualitative research provides important insight into the interactions of the workplace. Qualitative Techniques for Workplace Data Analysis is an essential reference source that discusses the qualitative methods used to analyze workplace data, as well as what measures should be adopted to ensure the credibility and dependability of qualitative findings in the workplace. Featuring research on topics such as collection methods, content analysis, and sampling, this book is ideally designed for academicians, development practitioners, business managers, and analytic professionals seeking coverage on quality measurement techniques in the occupational settings of emerging markets.

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