



Research Methods for Managers

John Gill, Phil Johnson

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'With its comprehensive coverage, clear, logical structure and lucid, accessible writing style, this masterful introduction to management research sets a standard others will find hard to emulate. A highly informative 'must buy', I strongly recommend this text as essential reading for all engaged in research in management.' - ***Peter L Jennings, University of Southampton, School of Management***

'John Gill & Phil Johnson have written a text which is necessary reading for management students. But it is even more necessary reading for those managers - both of the student and/or practising variety - who in their search for a coherent and hard identity have chosen to see themselves as men and women of action rather than theorists'-***Alex Weich, Westminster Business School***

'Gill and Johnson do a first class job of interpreting and personalising the mystique of research in business and management. The new edition of their book offers a wealth of detail encompassing all aspects of research in practice [with] real insights into the process of selecting a research approach and the practical, philosophical and methodological implications that ensue.

The authors well-grounded experience shows throughout the work injecting a much needed dose of realism. The result is a well-balanced treatment of the crucial issues in management research.

As I was reading through the work, I found myself challenging my own research perceptions and approaches. I personally rate it as a real gem. A must for the questioning research student (and the professional researcher)' - ***Darren Dalcher, Head of Software Forensics Centre, Middlesex University***

The new and updated Third Edition of this bestselling introductory text:

- Is even more practical and easy to use for students with exercises & an up to date glossary of terms
- Provides new and updated examples of management research in practice
- Uses detailed examples drawn from published management research to illustrate issues and methodologies
- Provides in-depth suggestions for further reading at the end of each chapter
- Provides a sound basis and will continue to assist students at first degree, diploma, MBA or Doctorate level.

The authors address key philosophical matters that are fundamental to any real understanding of the methodological approaches to management research. They challenge the advocacy of some methods over others, pointing out the advantages and disadvantages of different methods according to the kinds of data they afford.

Research Methods for Managers enables students to take their first steps in project work, confident that they are on firm ground in their choice of methodological approaches.

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of methodological approaches.

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