



Grounded Theory: A Practical Guide for Management, Business and Market Researchers

Christina Goulding

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Written with a clarity of style and a practical slant throughout, this book represents a primer for organizational, business and marketing students studying for research degrees who would like to adopt the grounded theory methodology approach for their dissertation or thesis. In a similar vein, it also should be a hugely important resource for researchers. It aims to both properly contextualise grounded theory by looking at its background, characteristics and the different sides of the argument of its potential for the researcher, but also to outline how the approach may be applied within a research context.

Grounded Theory is different from other texts on four levels:

It offers an overview of qualitative methods in general and locates grounded theory in this context;

It compares and contrasts the various grounded theory approaches in an accessible manner;

It offers an in-depth case study for students and researchers to follow//use;

And it provides a critique of the methodology itself.

Essential reading for advanced students and academics in the fields of organizational and business studies, marketing and management.

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