



Qualitative Methods in Management Research

By Evert Gummesson

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In the **Second Edition** of this bestselling book Evert Gummesson presents a fresh approach to case study research. Stressing the need for involved rather than detached researchers, Gummesson links quality assessment of case study research to current total quality management thinking and proposes the concept of management action science - where the researcher is both actor and student - as the most advanced and rewarding approach to research. The book is written in an easy-to-read personal style and is laden with examples from academic research, real-world practice and management consultancy.

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"This book is a welcome contribution to the theory of science and methodology. . . The use of examples from the author's own experiences are particularly helpful."

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About the Author

Evert Gummesson is Professor Emeritus of Service Marketing and Management at the Stockholm Business School, and is its former Research Director. He graduated at the Stockholm School of Economics, has a Ph.D. from Stockholm University and is a Fellow and Honorary Doctor of Hanken School of Economics, Helsinki, Finland, and a Fellow of the University of Tampere, Finland. He is a frequent speaker at conferences, companies, executive education programs, and universities throughout the world.

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