
Description: EXPERIENCE IS THE MOST IMPORTANT THING IN BUSINESS.

YET, MOST EXECUTIVES AND ENTREPRENEURS NEGLECT THE VALUE OF DESIGNING EXPERIENCES FROM THE ONSET. THEY TALK, BUILD, AND SELL AROUND IT, WHILE STILL MISSING IT. WITH X, YOU WILL LEARN THE IMPORTANCE OF EXPERIENCE AND HOW TO DESIGN EXPERIENCES. WHY? BECAUSE EXPERIENCE IS EVERYTHING. EXPERIENCE IS HUMAN. EXPERIENCE IS SENSORY. THAT'S WHY THE FUTURE OF BRANDING IS EXPERIENCE ARCHITECTURE. IT'S PERSONAL. IT'S CULTURALLY AND CONTEXTUALLY RELEVANT. IT'S ASPIRATIONAL. AS YOU READ THIS BOOK YOU'LL QUICKLY REALIZE THAT IT'S INTENDED TO DELIVER A THOUGHTFUL AND INTENTIONAL EXPERIENCE. AND THAT'S THE POINT.

Contents: Acknowledgments xi

PART ONE : Among the People: How to Conduct Qualitative Research 1

Chapter 1 Introduction: Go to the People 3

A Note on the History of Qualitative Methods 4

Qualitative Methodology 7

Theory and Methodology 11

Notes 28

Chapter 2 Research Design and Pre–Fieldwork 29

Research Design 29

Selecting Settings 32

Obtaining Institutional Review Board Approval 34

Writing Proposals 40

Access to Organizations 44

Access to Public and Quasi–Public Settings 46

Access to Private Settings 47

What Do You Tell Gatekeepers and Informants? 49

Collecting Data About Obtaining Access 51

Covert Research 51

Chapter 3 Participant Observation: In the Field 54

Entering the Field 55

Negotiating Your Role 56

Establishing Rapport 58
Interview Guide Template 351
Peter Ibarra

References 354

Author Index 381

Subject Index 391

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3110097/](http://www.researchandmarkets.com/reports/3110097/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

- **Product Name:** Introduction to Qualitative Research Methods. A Guidebook and Resource. 4th Edition
- **Web Address:** [http://www.researchandmarkets.com/reports/3110097/](http://www.researchandmarkets.com/reports/3110097/)
- **Office Code:** SCDKN59U

**Product Format**
Please select the product format and quantity you require:

- **Quantity**
  - Hard Copy (Hard Back): [ ]
  - USD 106 + USD 29 Shipping/Handling

* Shipping/Handling is only charged once per order.

**Contact Information**
Please enter all the information below in **BLOCK CAPITALS**

- **Title:**
  - [ ] Mr
  - [ ] Mrs
  - [ ] Dr
  - [ ] Miss
  - [ ] Ms
  - [ ] Prof

- **First Name:** ___________________________  
  **Last Name:** ___________________________

- **Email Address:** * ___________________________

- **Job Title:** ___________________________

- **Organisation:** ___________________________

- **Address:** ___________________________

- **City:** ___________________________

- **Postal / Zip Code:** ___________________________

- **Country:** ___________________________

- **Phone Number:** ___________________________

- **Fax Number:** ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World