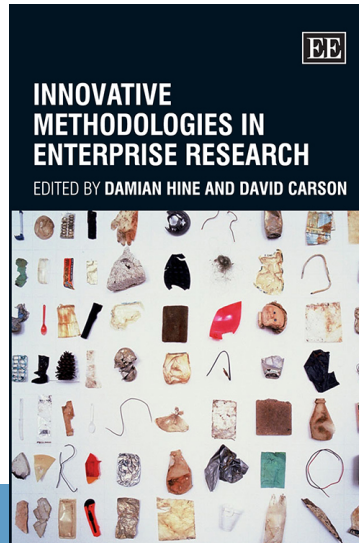




Innovative Methodologies in Enterprise Research

Edited by Damian Hine, University of Limerick, Ireland and David Carson, Professor of Marketing, School of Marketing, Entrepreneurship and Strategy, University of Ulster, UK

The contributors to this book explore the role and importance of qualitative, interpretist research in the dynamic field of enterprise. They establish the link between the innovative nature of small enterprise and the need to utilise research methodologies, which are themselves innovative.



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