



## The Principles of Knowledge Creation

### Research Methods in the Social Sciences

Edited by Bengt Gustavsson, School of Business, Stockholm University, Sweden

The Principles of Knowledge Creation is an essential guide to the various methods of collating, explaining and understanding research data. It provides an overview of the possibilities and opportunities that exist in the research world, and demonstrates the pluralism of scientific approaches and methods.

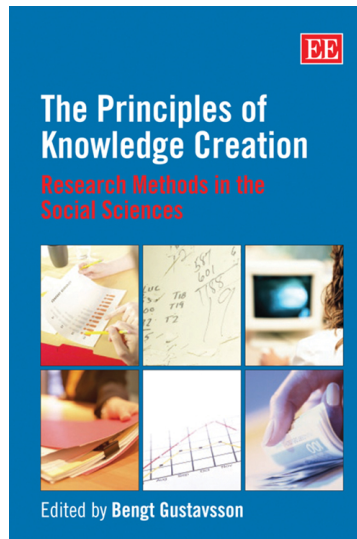
'The uniqueness of this book lies in the fact that its contents are not forceful and prescriptive, but instead sensitize researchers to opt for whichever method is most suitable. . .

It leaves the reader with useful tips on how to succeed in exploring knowledge. Interestingly, it will equally enthuse researchers from the management and the social sciences.'

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'... a vast array of material that would be useful in a variety of courses and projects. Recommended.'

– R.K. Murray, Choice



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