

Rethinking the Case Study in International Business and Management Research

Edited by Rebecca Piekkari, Professor of International Business, Aalto University, School of Business, Finland and Catherine Welch, University of Sydney, Australia

This important and original book critically evaluates case study practices and calls for a more pluralistic future for case research in international business (IB) and international management (IM).

'This is an important book. Most of the key advances in the field of international business have emerged from some form of case study, and yet most researchers today have a remarkably narrow view of what case study research entails. For the first time, readers can be exposed to the full range of case study methodologies in use today, so that they can make better choices about how to do their own research. If you have time to read only one book on case study methods, this is the one!'

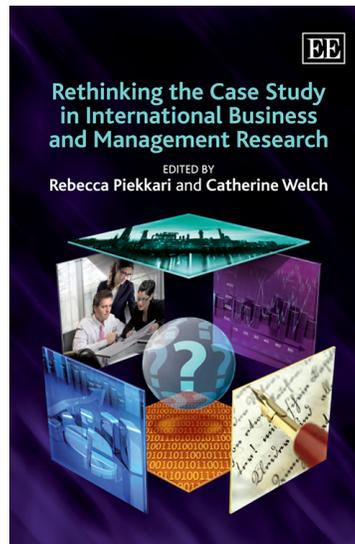
– Julian Birkinshaw, London Business School, UK

'Case study research is vital to the ability of international business to retain its comparative advantage in analyzing and responding to the challenges of a global business environment at a level and depth unmatched by competing fields, such as strategy. This book will show you how to conduct such research rigorously and effectively.'

– Oded Shenkar, Ohio State University, US

'This book provides a thought-provoking and refreshing perspective on case study research. Building on a pluralistic approach it takes us away from the conventional wisdom and adds to our understanding of the various ways in which case research methodologies can contribute to our insights. It is a "must read" for qualitative researchers, and provides useful insights to all international business researchers.'

– Yves Doz, INSEAD, France



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