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## Doing Events Research: From Theory to Practice (Paperback)

By Dorothy Fox, Mary Beth Gouthro, John Brackstone

ROUTLEDGE, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. This is the first events management specific research methods text which encourages students to think about the importance of research in informing good practice and to appreciate the role that it plays in the events industry. Additionally, it provides students with innovative ideas and inspiration to undertake their own research work in events and inform them of the wide diversity of research strategies and contexts that are available. The content is written from a researcher's point of view and will provide a step by step guide to accomplishing a research project or dissertation in the field of events. The reader is guided right from the beginning in selecting a topic for research, identifying research aims and objectives and research questions. It then assists the student researcher in determining which research methods are the most appropriate and practical means to answer a research question and to achieve the research aims and objectives. The reader is then shown how to analyze and interpret their data (quantitative and qualitative) as well as writing up the research project. Many current texts are skewed either towards qualitative or quantitative methods, this text...



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