



Handbook of Qualitative Research Techniques and Analysis in Entrepreneurship (Research Handbooks in Business and Management series)

Helle Neergaard, Claire M. Leitch

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'This book will appeal to all researchers interested in qualitative research within the entrepreneurship field. The editors, Neergaard and Leitch, have put together a great group of experts who provide a fantastic overview on a wide range of known and lesser-known techniques. There is much to be discovered even for the experienced researcher. A great 'how to' guide and a must-read for all qualitative entrepreneurship researchers, be they novices or experienced researchers.'

- Friederike Welter, Institut für Mittelstandsforschung (IfM) Bonn and University of Siegen, Germany

'This is a much-needed addition to research methods in entrepreneurship. This book champions valuable practices for studying entrepreneurial phenomena in rigorous ways. Five qualitative interview methods (constant comparative technique, metaphor methodologies, critical incident technique, focus groups and repertory grids) are grounded in prior theory and research, and demonstrated in specific research situations in ways that offer scholars insightful and important approaches to exploring entrepreneurship. This is a 'must buy' for scholars who want to utilize better and more insightful methods for exploring the ideas, context and praxis of entrepreneurship.'

- William B. Gartner, Copenhagen Business School, Denmark and California Lutheran University, US

One of the most challenging tasks in the research design process is choosing the most appropriate data collection and analysis technique. This *Handbook* provides a detailed introduction to five qualitative data collection and analysis techniques pertinent to exploring entrepreneurial phenomena.

Techniques for collecting and analysing data are rarely addressed in detail in published articles. In addition, the constant development of new tools and refinement of existing ones has meant that researchers often face a confusing range from which to choose. The experienced and expert group of contributors to this book provide detailed, practical accounts of how to conduct research employing focus groups, critical incident technique, repertory grids, metaphors, the constant comparative method and grounded theory. This *Handbook* will become the starting point for any research project.

Scholars new to entrepreneurship and doctoral students as well as established academics keen to extend their research scope will find this book an invaluable and timely resource.

Contributors: A.R. Anderson, C. Bjursell, A. Bøllingtoft, E. Chell, E. Díaz de León, C. Dima, S. Drakopoulou Dodd, P. Guild, A. Hagedorn, R.T. Harrison, F.M. Hill, S.L. Jack, R.G. Klapper, A. de Koning, C.M. Leitch, E. McKeever, S. Moulton, H. Neergaard, R. Newby, R. Smith, S.M. Smith, G. Soutar, J. Watson

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Daniel Padilla:

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