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The nature of business and management research and
structure of this book Mark Saunders, Philip Lewis and
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Adrian Thornhill Learning outcomes ...

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Holistic case study when research is focussed on the organisation as a Embedded case study when research is focussed on sub units within an organisation and the case will involve more than one unit of analysis. Ethnography This approach is used to study particular groups of people.

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There are various designs (i.e. fixed, flexible, and Page 15/17

mixed) that help to shape and form one 's research. Each design has various methods associated with the design. After reviewing the Reading and Study material for this module and considering the three designs discussed in the text, please respond to the following: 1.

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