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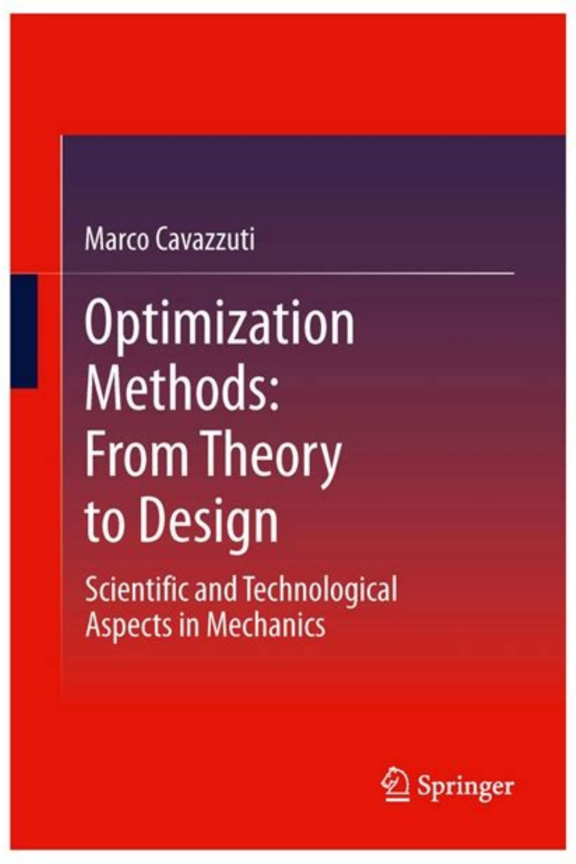
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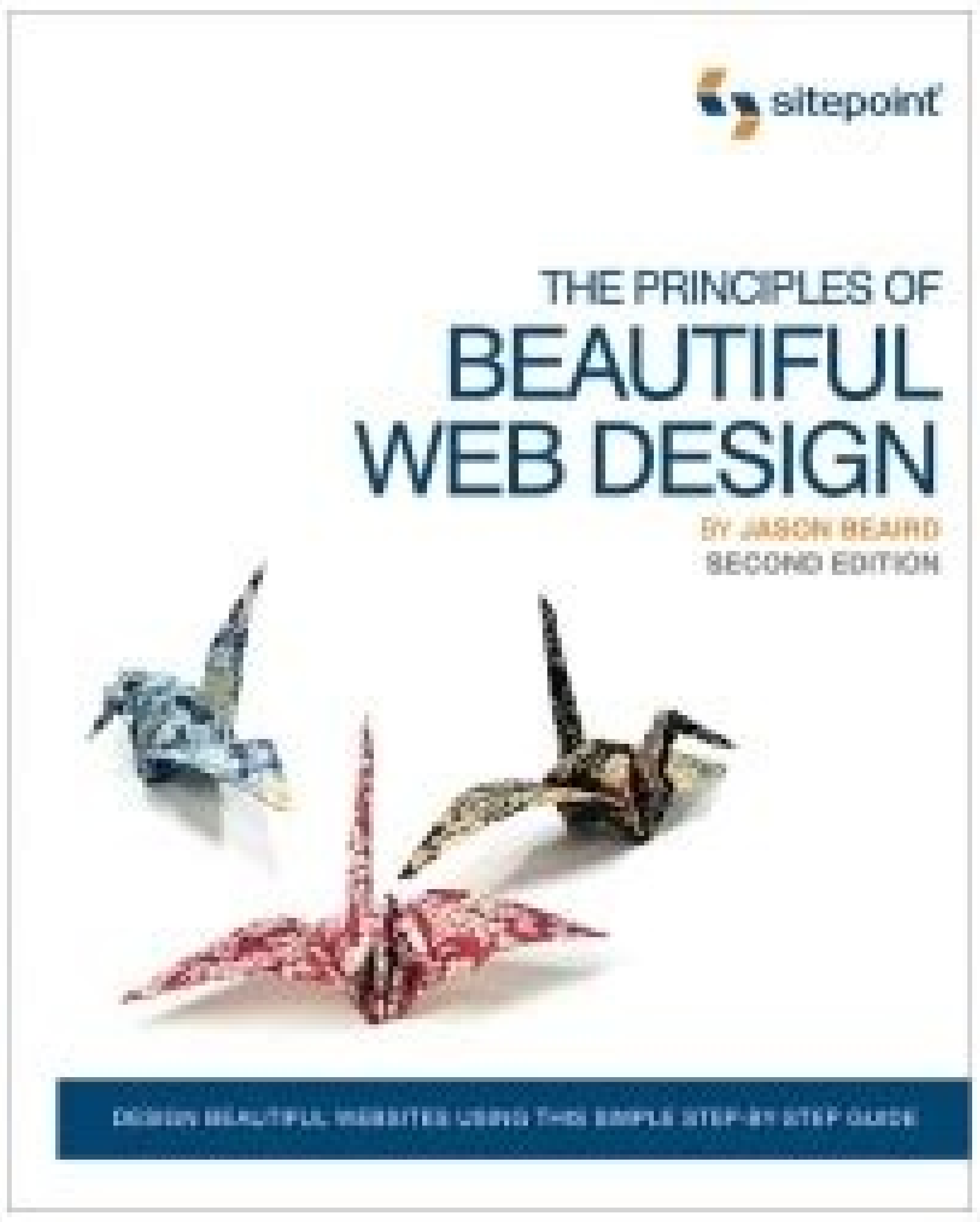
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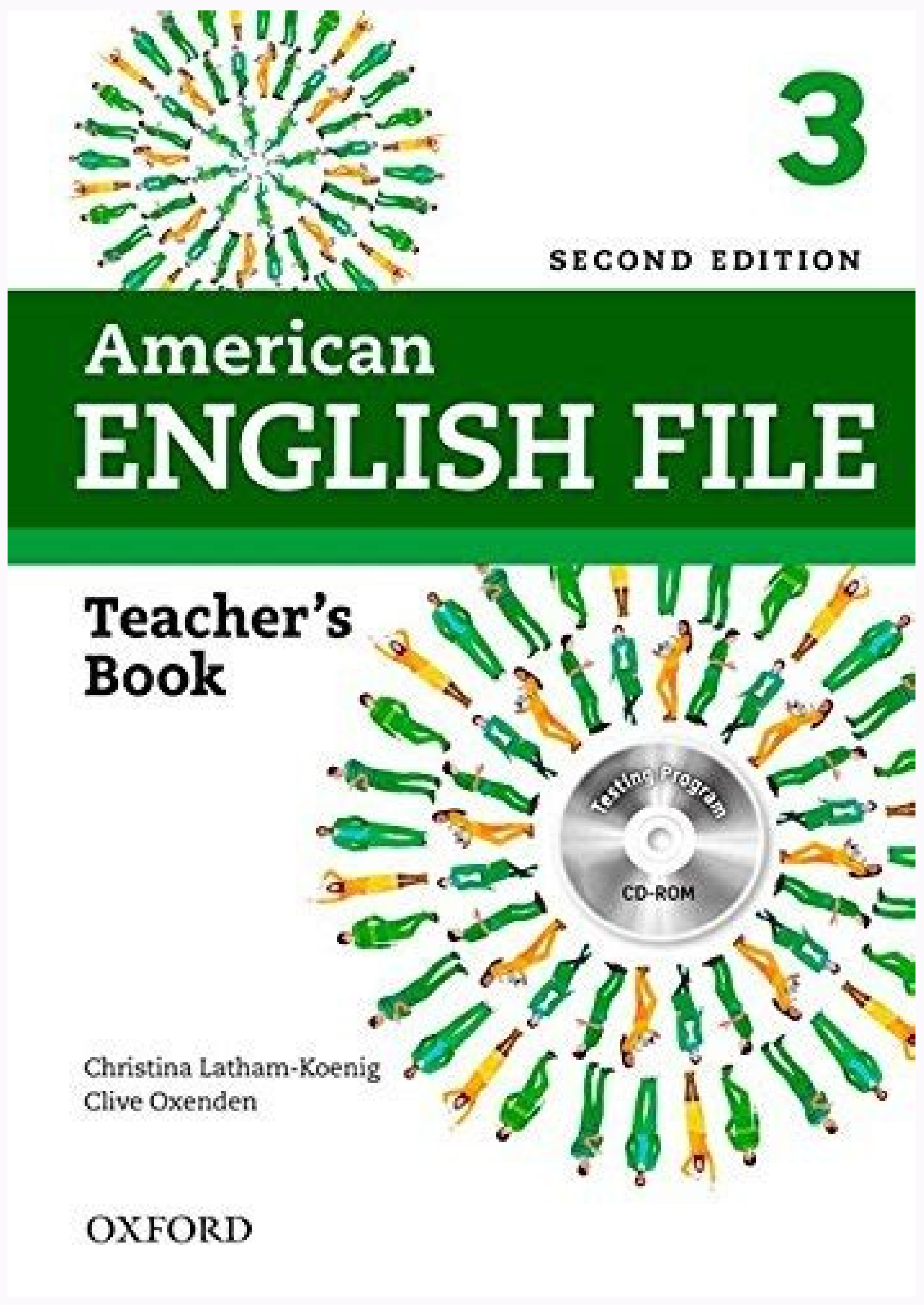
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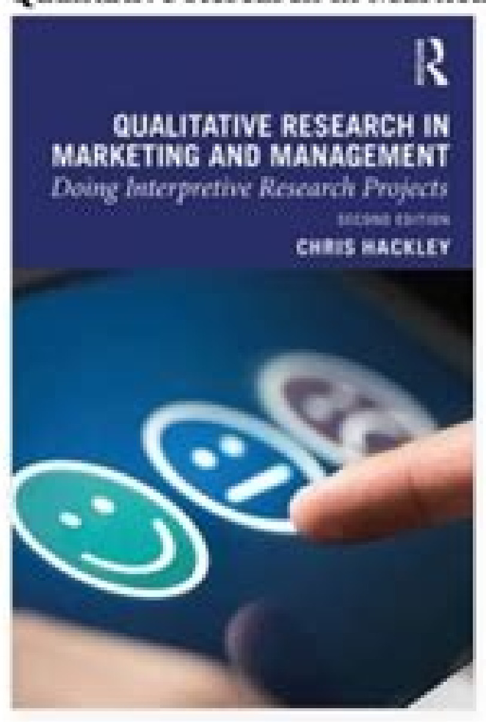

QUALITATIVE RESEARCH IN MARKETING AND MANAGEMENT
Doing Interpretive Research Projects
SECOND EDITION
CHRIS HACKLEY

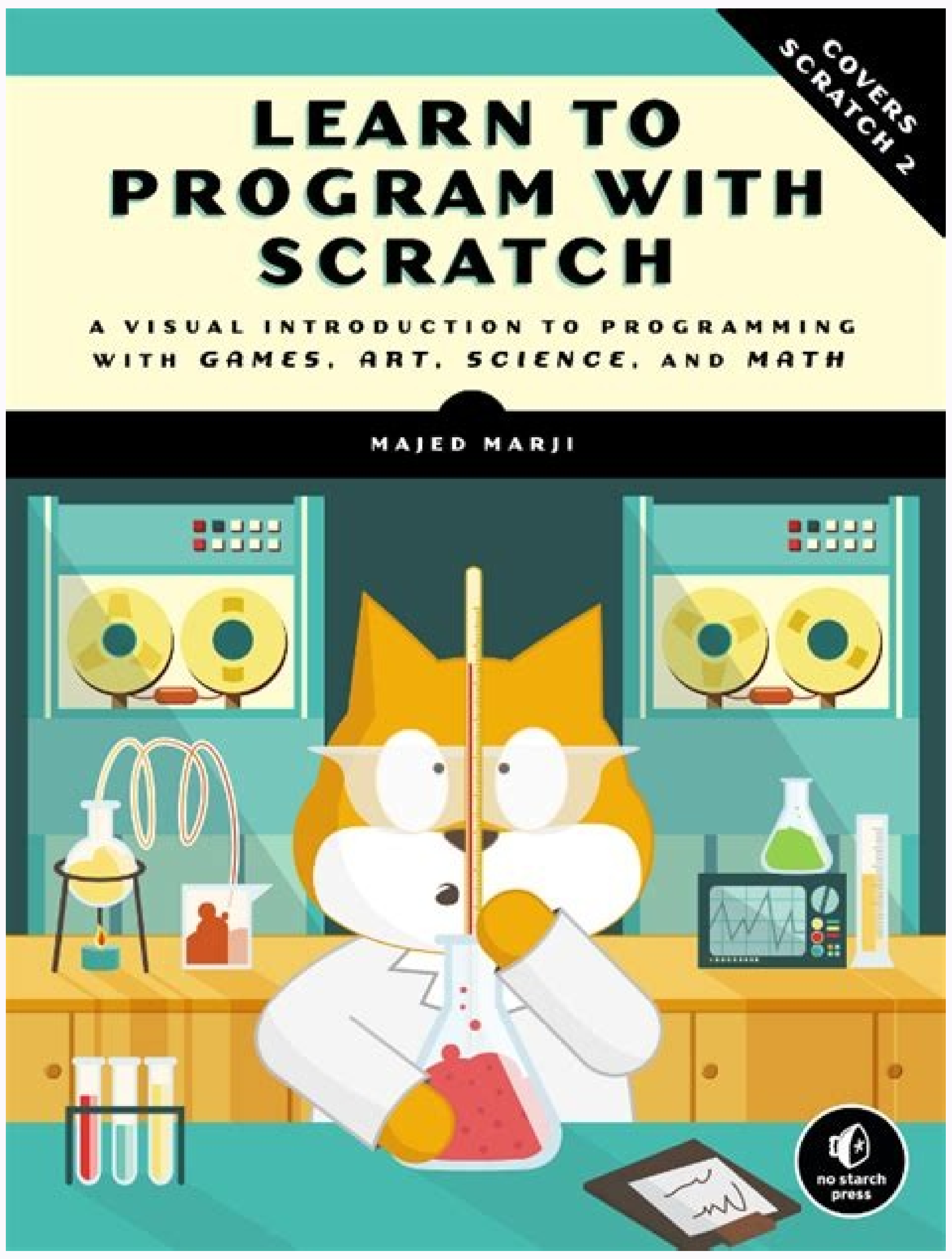
Chris Hackley is Professor of Marketing at Royal Holloway, University of London, UK. He has published more than 200 books, chapters and research journal papers on topics in qualitative research, marketing, advertising and consumer policy.

Description

This is a practical and accessible, yet sophisticated introduction to interpretive methods for doing qualitative research projects and dissertations. Bringing together concepts of qualitative research from ethnography, phenomenology, critical discourse analysis, semiotics, literary analysis, postmodernism and poststructuralism this textbook offers an accessible and comprehensive introduction to the subject. Utilising a uniquely pragmatic approach, it bridges the gap between advanced, specialised books on research traditions with more general introductory business research books.

This new edition has been fully updated to include new examples, explorations of the field, and an improved pedagogy with better exposition of key issues and concepts, as well as more schematics and diagrams to aid understanding. The first half of the book considers the practicalities of research and writing a research project, including the craft of academic writing, the critical literature review, the role of the independent research project as part of university courses, suggested projected structures, standards of academic scholarship, and the main techniques for gathering qualitative data. The book's second half deals with abstract concepts and advanced theory by looking at key theoretical traditions that guide the interpretation of qualitative data.

It is perfect for advanced undergraduate and postgraduate students of marketing, management, consumer behaviour and research methods. It will also be useful as a primer for practitioners in qualitative research.


COVERS SCRATCH 2
LEARN TO PROGRAM WITH SCRATCH
A VISUAL INTRODUCTION TO PROGRAMMING WITH GAMES, ART, SCIENCE, AND MATH
MAJED MARJI
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He is currently a Trustee Professor in the Khoury College of Computer Sciences at Northeastern University in Boston, Massachusetts. Without critical reading skills, you cannot design programs that solve the problem andmatch its specifications. To emphasize this difference, we refer to the latter as program design. Jacksons method for creating COBOL programs and conversations with Daniel P. Formulate datadefinitions and illustrate them with examples.2. Signature, Purpose Statement, HeaderPrefaceMany professions require some form of programming. Initially, the environment roughly corresponds to the world of a so-called pre-algebra course. Some programs request all their inputs as soon asthey are launched and then compute an answer without any further interaction with the user. Exploit the purpose statement and the examples.6. TestingArticulate the examples as tests and ensure that the function passes all. When the novice is stuck, aninstructor can inspect these intermediate products to diagnose your progress and recommend corrective actionswithoutany reference to the specific programming problem.Software support for the book includes a pedagogical programming environment and a series of programming languagestailored to the books design concepts. We wouldnt have spent fifteen years writing this book, if we didnt believe that everyone can design programs and everyone can experience the satisfaction that comes with it. This staging allows theenvironment to provide tailored feedback in terms of the concepts covered so farin stark contrast to the usual approachof using professional environments, which only overwhelm beginners.Designing programs in this context means that you, the reader, will acquire two kinds of skills. Articulate what the function computes as a concise one-line statement.Define a stub that lives up to the signature.3. Functional ExamplesWork through examples that illustrate the functions purpose.4. Function TemplateTranslate your data definitions into an outline of the function.5. Function DefinitionFill in the gaps in the function template. Friedman onrecursion, Robert Harper on type theory, and Daniel Jackson on software design.Systematic program design refers to a process that takes a complete novice from a problem statement to a well-organizedsolution in a step-by-step fashion. On one hand, programdesign teaches the same analytical skills as mathematics, especially (pre)algebra and geometry. Even the smallest design tasks areformulated as word problems. But, unlike mathematics,working with programs is an active approach to learning. One dimension lists the steps of the design process; theother measures increasingly complex forms of data.Figure 1 displays the six steps of the structural design process. On the other hand,program design teaches the same analytical reading and writing skills as English. The request for functionalexamples in step 3 forces you to work through concretescenarios and thus helps you understand what the function is expected to compute. Youalways have a concrete goal, an intermediate product to create. This latter recipedeals with the design of functions that operate on structured data and whose organization reflects the structure of the data.It is best to think of this recipe as a grid with two dimensions. For thechosen data representation in step 1, writing downexamples proves that you know how real worldinformation is encoded as data and how data isinterpreted as information. And, different programs use different devices to absorb inputsor deliver outputs.Regardless of its mode of interaction, any useful program is likely to consist of many building blocks because it is difficultto construct a reliable artifact in one piece. Good programming satisfies an aesthetic sense of accomplishment. Equipped with the design recipes, you dont have to stare at a blank screen and wait for an idea to show up. The tests will help your successor ensure that the function worksfor these examples after future modifications.Figure 1: The basic steps of a program design recipeDesign recipes come at two levels: for programs and for functions, which in our world are the basic building blocks ofprograms. Shriram Krishnamurthi is a computer scientist, currently a professor of computer science at Brown University and a member of the core development group for the Racket programming languages, responsible for the creation of software packages including the Debugger, the FrTime package, and the networking library. Reviews, Ratings, and Recommendations: Amazon Amazon (1st edition) Related Book Categories: Read and Download Links: Similar Books: Please send reports about mistakes to matthias @ ccs.neu.edu afterafter double-checking in the the current draftcurrent draftMatthias Felleisen, Robert Bruce Findler, Matthew Flatt, Shriram Krishnamurthi 1 August 2014 MIT Press This material is copyrighted and provided under the Creative Commons CC BY-NC-ND license [interpretation].Stable ReleaseThis document is the current, stable release of HtDP/2e. The key is to discover which building blocks are needed, how to connect them,and how to build blocks when needed. When we wrote these words for the first edition of the book (19952000), people considered them futuristic; by now, programming has become a required skill and numerous outletsweb sites, books, on-line courses, K-12 curriculacater to this need, mostly with the goal of enhancing peoples job prospects.Yet good programming is much more than a vocational skill. In contrast, the current draft changes on a frequent basis; it shouldbe consulted when people discover problems and/or errors in this document. The environment grows with readers as they master the material in the book until it supports a full-fledged language for the whole spectrum of programming tasks. Two recipes are about complete programs: one for graphical interactive programs and one for batch programs.All others are about the construction of individual functions with a focus on so-called structural design. Each step produces a well-defined intermediate product. Indeed, our observations suggests that if you truly absorb the design recipe, you will develop your articulationskills more than anything else.Systematic DesignA program interacts with people, whom computer scientists call users. Abstractingmeans unifying similar program fragments into a single element and reusing this element in place of the originalfragments; many languages already come with extremely powerful abstractions so that programmers dont have to re-dobasic work over and over again. It is updated in sync with semester breaks (summer,new years). Finally, the teaching languages and their IDE now come with support for images as plain values, testing, event-driven programming, and even distributed programming. In step 6, you turn examples into tests,which ensures that the function works properly for some cases.While structural design is most of what programmers end up practicing in the real world, they also spend a good amount oftime abstracting (refactoring in modern parlance) code or figuring out how to re-use existing abstractions. It is thus well-suited for courses. In support of the design activity, this book introduces two kinds of guidelines: recipes and refinement.1. Problem AnalysisIdentify the information that must be represented and how it is represented in the chosen programming language. About the Authors Matthias Felleisen is a German-American computer science professor and author. As a matter of fact, the design recipes provide guidance foreach step in the form of pointed questions. Conversely, program design methods force you to articulate their thoughts in proper and preciseEnglish. Indeed, we go as far as saying that program designnot programmingdeserves the same role in a liberal-arts education as mathematics and English:everyone should learn how to design programs.Even if you never design a program again, you will experience the joy of a creator, you will acquire a new sense of aesthetic, and you will pick up universally useful skills.InstructorsInstructors Have students copy figure 1 on one side of an index card.When students are stuck, ask them to prove that they are card-carrying members of the design club. It also enriches its design recipes for functions with numerous new hints. Creating software provides immediate feedback and thus leads toexploration, experimentation, and self-evaluation. Good programming is also critical for professionals who maintain programs over a long period.Programming differs from good programming like crayon sketches in a diner from oil paintings in a museum. It also presents symbolic view of computation which explains the process of running a program via simple manipulations of its text. We choose to call this activity design because its dictionary meaning matches thisdescription. Because learning to design programs is about the study of principles and the acquisition of transferable skills, the text does not use an off-the-shelf industrial language but presents a tailor-made teaching language. Theanswers to these questions Furthermore, designing programs produces fun and useful things, whichvastly increases the sense of accomplishment when compared to drill exercises in mathematics texts. For the same reason, it offers DrRacket, a programming environment for novices that supports playful, feedback-oriented learning. Hence the book offers design recipes on creating abstractions and using existingabstractions.The rest of the book expands and revises the structural design recipes in different directions.Even this first look at the design recipes ought to clarify why we claim that design guidelines make sure you never reallyget stuck. Once they produce the card,point them to the step where they are stuck.InstructorsInstructors Tell students to write down the questions for the creationof structural templates and functions on the back of their index card.State which data the desired function consumes and produces. If such flaws exist in both documents, please report them to the first author.Released on Thursday, August 6th, 2015 12:20:27pmHow to Design Programs, Second EditionThis BookThe purpose of this book is to introduce novice programmers to the systematic design of programs. This introduction to programming places computer science at the core of a liberal arts education. As such, the book de-emphasizes the study of programming language details, the allusions to these strange things called stacks and heaps, the analysis of algorithmic minutiae, and the usual (mathematical) puzzles that substitute for programming knowledge in a typical first course.Our design concepts draw on Michael A. Each step states the expected outcomes and some activities.Examples play a central role in the process. Accountants program spreadsheets; photographers program photo editors; musicians program synthesizers; and web designers program style sheets. Others request some input,produce an output, prompt users for more input, and so on. Title How to Design Programs: An Introduction to Programming and Computing Author(s) Matthias Felleisen, Robert Bruce Findler, Matthew Flatt, Shriram Krishnamurthi Publisher: The MIT Press; 2nd edition (May 4, 2018); eBook (Creative Commons Licensed, February 9th, 2022) License(s): CC BY-NC-ND Hardcover/Paperback 792 pages eBook HTML and PDF (981 pages) Language: English ISBN-10: 0262534800 / 0262062186 (1st edition) ISBN-13: 978-0262534802 / 978-0262062183 (1st edition) Share This: Book Description This second edition has been completely revised. Dont let the words painting and museum scare you. Unlike other introductory books, it focuses on the program design process, presenting program design guidelines that show the reader how to analyze a problem statement, how to formulate concise goals, how to make up examples, how to develop an outline of the solution, how to finish the program, and how to test it. While the book continues to teach a systematic approach to program design, the second edition introduces different design recipes for interactive programs with graphical interfaces and batch programs. In contrast to programmingoften taught with a tinker until it works approachgood programming emphasizes systematic thought, planning, and understanding. Both the environment and the language grow with the design concepts.

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