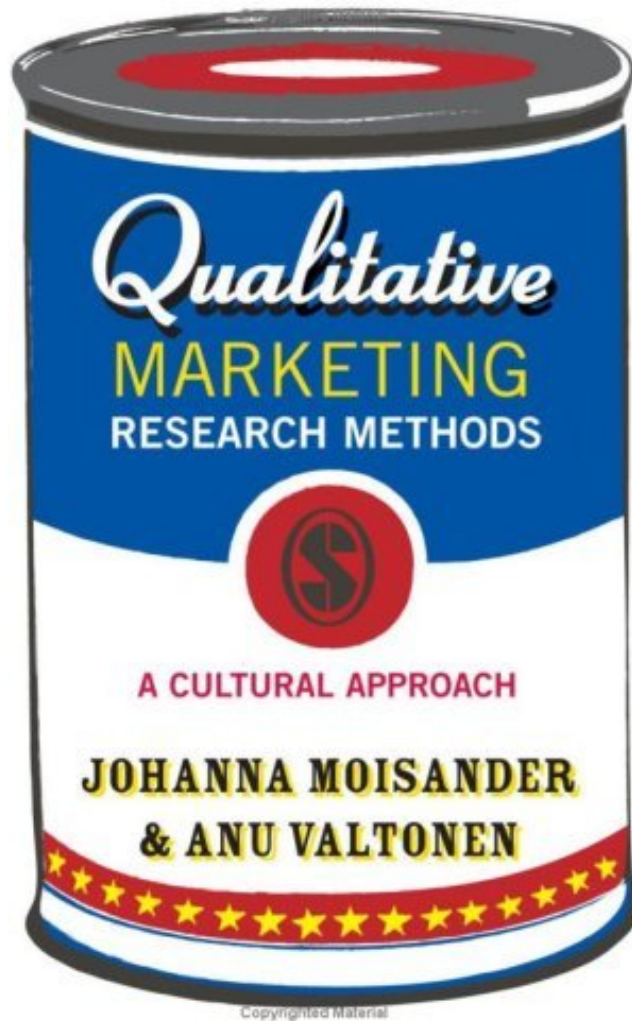


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## Qualitative Marketing Research: A Cultural Approach (Introducing Qualitative Methods series)

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**Johanna Moisander : Qualitative Marketing Research: A Cultural Approach (Introducing Qualitative Methods series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Qualitative Marketing Research: A Cultural Approach (Introducing Qualitative Methods series):

Aimed at both graduate and undergraduate students majoring in business administration and in other fields of social sciences, Qualitative Marketing Research unpacks the emerging cultural approach in the field of marketing and

consumer research and provides an interesting and informed study for anyone interested in cultural approaches to economic and social theory. The book also provides insights for MBA students and other business professionals who work in the field of marketing, advertising, media planning and qualitative market research, offering methodological resources for keeping professional skills up to date and help with designing and conducting relevant and skillful market research which is sensitive to the cultural dynamics of the marketplace behaviour.

"The volume provides an exhaustive study of the subject at hand, written in a very scholarly fashion."--S. D. Clark (11/27/2006)"The volume provides an exhaustive study of the subject at hand, written in a very scholarly fashion."--S. D. Clark (11/27/2006)-The volume provides an exhaustive study of the subject at hand, written in a very scholarly fashion.---S. D. Clark (11/27/2006) "The volume provides an exhaustive study of the subject at hand,nspace;written in a very scholarly fashion." (S. D. Clark 2006-11-27)About the AuthorDr. Johanna K. Moisander is Professor of Corporate Communication at Aalto University School of Business, Department of Communication. Her research interests center on cultural and practice-based approaches to management and organization studies and consumer culture theory. At the moment, her empirical research focuses on media convergence and strategic change in the media industry.I received my Ph.D. from the Aalto University School of Economics in 2004. Since 2005, I have acted as a marketing professor at the University of Lapland. Moreover, I have 10 years of business experience within creative knowledge industries. My research interests center, firstly, on cultural and critical approaches to consumption, marketing and tourism. Drawing upon practice-based approaches, anthropology, cultural studies, feminist studies and semiotics, I have explored topics such as body and gender, service work, knowing, sensing, and weather. Secondly, my research interests center on the development of qualitative research methodologies (ethnographies, focus groups, interviews, projective techniques, narratives). My most recent research project investigates sleep as a social practice in the context of tourism, consumer culture and media-intensive economy. The other recent project is concerned with the role of all the senses in the meaning-making processes of consumer culture and business organizations, moving thereby beyond the visual gaze.