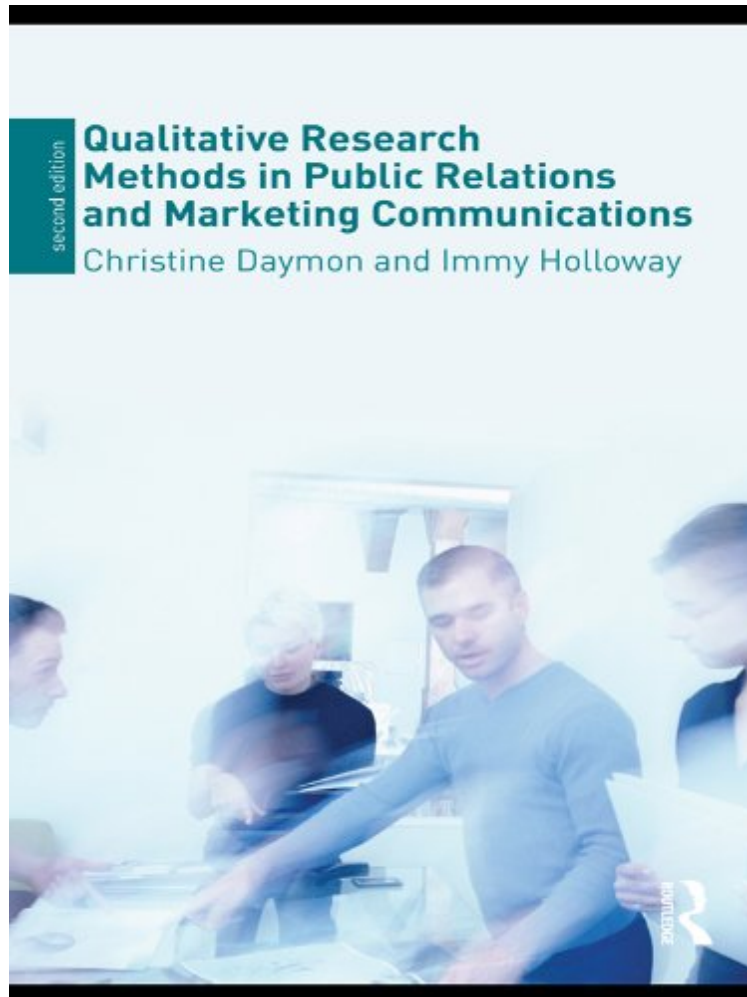


# Qualitative Research Methods in Public Relations and Marketing Communications

*Christine Daymon, Immy Holloway*  
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**Christine Daymon, Immy Holloway : Qualitative Research Methods in Public Relations and Marketing Communications** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Qualitative Research Methods in Public Relations and Marketing Communications:

0 of 0 people found the following review helpful. Great go-to book for Qualitative research with a lens in marketing communications By DsI used this book in a research course for an MS in PR and Corporate Communications. It's a good book for beginners and those that do not have a lot of research experience (like most of the people in the program). It lays out chapters clearly, making it easy to follow. It is a like text book though so it can feel heavy at times, but it does contain a lot of great information and tips for conducting qualitative research in a communications framework. If this is what you are looking to do, I highly recommend giving this book a try. 0 of 0 people found the following review helpful. Five Stars By Prarawan Senachai Good for novices.

The second edition of this highly accessible, core textbook continues to offer students a practical guide to the process of planning, undertaking and writing about qualitative research in public relations and marketing communications. Through clear explanations and illustrations, the book encourages undergraduate and master level students to engage with the main approaches and techniques for conducting critical, reflective investigations. This new edition: Identifies the skills and strategies needed to conduct authentic, trustworthy research Highlights specific analytical techniques associated within the main research approaches Provides new sections on internet-based research, critical discourse analysis, historical research, action research and mixed methods research Qualitative Research Methods in Public Relations and Marketing Communications will be invaluable for those undertaking research methods courses on public relations and marketing communication degrees, as well as those working on a dissertation.

I find it hard to temper my enthusiasm for Christine Daymon and Immy Holloway's book. This is because it will save me from half the work which I do with my honors and higher degree students...I recommend this book for all research students and their supervisors in the field of public relations and related subjects.--Steve Mackey, Deakin University, Australia. About the Author Dr Christine Daymon is an Associate Professor in the School of Media, Communication and Culture at Murdoch University in Western Australia, where she is Academic Chair for postgraduate courses in Communication and Media Management. An active researcher, her interests centre on communication in organizations, gendered issues in public relations, and cross-cultural learning. Professor Immy Holloway is based at Bournemouth University, UK at the Centre for Qualitative Research, where she teaches research and supervises research students. She has written numerous books on qualitative research, some of which have been translated into several languages.