



Qualitative Research Methods in Public Relations and Marketing Communications

Christine Daymon, Immy Holloway

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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.

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