

Case Study Research: Theory, Methods and Practice

Arch Woodside

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Case Study Research

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Arch Woodside : Case Study Research: Theory, Methods and Practice before purchasing it in order to gage whether or not it would be worth my time, and all praised Case Study Research: Theory, Methods and Practice:

0 of 0 people found the following review helpful. A Landscape of Research Methods for Case Study Research and Probing Unconscious Thinking for Next Generation of ResearcherBy Frequent ReaderAs a prelude to this review, I openly disclose my good fortune to have studied under the tutelage of Professor Woodside. I am thankful for his insights captured in this text to learn the virtues of depth research and where and when not to apply fixed-point surveys. No longer do all commercial or academic research activities have to be bracketed with fixed point survey response instruments and informant biases. No discussion of a qual/quant divide is made as is so often the case in

research schools but the more constructive approach of surveying the entire landscape of case study research methods and systematically looking at the virtues of different instrumentation serves to provide researchers with the ability to choose the right tool for the job. This book travels further than any other book in the field of case study research not only because the book includes my passionate area of interest encapsulating knowledge through storytelling research but revitalising the nature and opportunities presented by case study research for an increasingly new generation of researcher. Woodside makes accessible in introductory chapters not only a new definition of case study research but also the work of Weick and the more recent iteration of Ragin's work in Qualitative Comparative Analysis (QCA) as a natural evolution of degrees-of-freedom research. Particularly important, marketing researchers investigating the use of QCA techniques no longer have to deal with contexts unfamiliar to them e.g. Explaining the reception of the Code Napoleon in Germany: a fuzzy-set qualitative comparative analysis (Arvind and Lindsay Stirton) or battling examples from political science when business or marketing is the core discipline of study. Chapter 17 stakes out a clear footprint for Woodside's contribution by taking an example of cultural consumption behavior and tourism. Insights into Jungian drives and "not shopping for gifts while visiting Australia" (p. 359) follow from judicious application of QCA. In concluding the final chapter of the Woodside text purports to provide principles for doing case study research. In fact, a re-reading of this chapter along with the rich frameworks and diagrams provides researchers with signposts to a rich yet nascent pockets of research yearning to be explored in detail by not only generations X, Y but the forthcoming Z (by 2020). The book provides a welcome reprise from generalisability and regression modelling. Practicing consultants should take note of this book and follow "the road not taken" (Frost 1920). True value remains to be found for clients amongst the abundance of unstructured data to be found on the world wide web and amongst the offline natural conversations of consumers and businesses taking place on social media.

0 of 0 people found the following review helpful. What sort of book is this? By Stephen Lloyd Art historians preface a new insight they are about to provide with the words "Ruskin said." I find myself more and more often prefacing my own marketing insights with the words "Woodside says." What sort of book is this? This is a student's, an academic's and a practitioner's book; about a field of research (case study research) that allows for what I counted as fifteen different ways of working with cases. It is a 440-page reference book that will not gather dust. This is a serviceable and an intelligent book. What do I mean by this? That it is not trumped up and jargony. The most technical of explanations (of which I found the chapter on Building in Degrees of Freedom Analysis particularly interesting) is discussed with the clarity and confidence of Lords Bingham and Denning on jurisprudence: with a simplicity and an accessibility born of experience and considerable focused thought. Lord Denning's account of the case of Gold vs. Essex County Council reads as Wordsworthian as Professor Woodside's account of means-end laddering for Eric's first beverage on Monday morning. This is the stuff of some significant thinking. Here, again, is Professor Woodside on storytelling theory: "A myth is a traditional story about heroes and supernatural beings often explaining the origins of natural phenomena or aspects of human behaviour." In the area of myth and storytelling Woodside acknowledges the influence of Jung, Weick, Fournier and Rapaille. Perhaps the eclecticism of influences accounts in some part to the creativity of Woodside's thinking; a creative turn of mind that can incorporate tipping-point modelling with the case of the decision to buy an automobile or a holiday destination. As for shortcomings, while the twenty-four pages of detailed references are valuable, more detailed indexing of names, topics, and incidents would have been appreciated. As a final consideration, when will academic publishers follow the example of Knopf, Simon Shuster and The Penguin Press and print on decent, acid-free stock?

0 of 0 people found the following review helpful. Dig down to the facts By Hilo Drew Arch Woodside's Case Study Research outlines techniques to drill past the periphery to understand human behavior. Case study Research is novel because the methods follow how people really collect and store information, consciously and unconsciously. Traditional research methods typically draw large samples and attempt to find common themes to explain a population's behavior. Woodside suggests this methodology only peels the first layer of the onion. Case Study Research is multidisciplinary and offers something for both undergraduate and graduate students. Undergraduate students should find Chapter 3's balance/imbalance mapping and Chapter 4's visual narrative art accessible. Chapters 16's systems dynamic modeling and Chapter 17's fuzzy sets provide backgrounds on advance topics useful for advanced graduate students and researchers. Woodside provides several examples for each research method. Chapters end with nice summaries and even discuss limitations of the various methods. My one criticism is only a few chapters provide leaning exercise or discussion questions. Adding applied learning exercises of each chapter or section would be a nice addition. Admittedly, Woodside's approach would not appeal for people that like structured solutions and neat categories. If one is measuring phenomena with symmetrical associations, conventional research methods suffice. On the other hand, human nature typically follows asymmetrical paths and more than one way exists to reach an endpoint. This nonlinear process sometimes is messy, but the results open new avenues of discovery. Woodside's CSR includes a number of statistical (symmetrical) as well as configural (asymmetrical) methods--I really like the fact that he shows with examples that case study is research includes designs permitting statistical analysis (e.g., degrees of freedom analysis) and predictive accuracy measurement as well as interpretive methods. A very useful book!

"Case Study Research: Theory, Methods and Practice" looks at the research processes involved in conducting methods including participant observation, fuzzy set social science, system dynamics, decision systems analysis, forced metaphor elicitation technique, ethnographic decision tree modelling, mapping strategic thinking, the historical method, storytelling research and conversational analysis. The book reviews and applies the best literature on case study methods from several disciplines providing strong rationales for adopting case study research methods alone or in mixed-methods.

If your concept of research still centers on qualitative vs quantitative research, if you are concerned with the discovery of real insights and with the validity of your research efforts, this book is a must read! It is the first comprehensive and insightful discussion of the third dimension of research Case Study Research . Aside from comprehensive discussion and illuminating examples of a range of methods from storytelling to ethnographic decision tree modeling, the book offers 12 insightful principles for doing and interpreting case study research. A book that every researcher and user of research should be familiar with. --Yoram(Jerry) Wind, The Lauder Professor and Professor of Marketing, The Wharton School This provocative and much needed book advances the study of human behavior in important, thoughtful ways. It is a wonderful guide for deeper thinking about complex issues drawing upon and synthesizing a variety of research traditions. It is essential reading for all researchers and research consumers. --Gerald Zaltman, The Joseph C. Wilson Professor of Business Administration Emeritus, Harvard Business School, and Partner, Olson Zaltman Associates This is a remarkable book which must be read by all researchers to gain a new perspective on research study research methods. It provides a masterful treatment of the widest range of case study methods with a depth not found in any other book on this topic. It fully covers more than twelve methods with excellent examples of each of them. The book includes 770 references with extensive discussions of this literature and it will definitely become a classic in the field for many years to come. --Michel Laroche, Royal Bank Distinguished Professor of Marketing, John Molson School of Business, Concordia University With this book, Arch Woodside clarifies and deepens knowledge in the field thereby offering most welcome insights into the nature of case study research to the benefit of students, professors, and consulting researchers and not least to the 'consumers' of research. --Dr. Evert Gummesson, Professor, Stockholm University School of Business, Sweden --Michel Laroche, Royal Bank Distinguished Professor of Marketing, John Molson School of Business, Concordia University This provocative and much needed book advances the study of human behavior in important, thoughtful ways. It is a wonderful guide for deeper thinking about complex issues drawing upon and synthesizing a variety of research traditions. It is essential reading for all researchers and research consumers. --Gerald Zaltman, The Joseph C. Wilson Professor of Business Administration Emeritus, Harvard Business School, and Partner, Olson Zaltman Associates This is a remarkable book which must be read by all researchers to gain a new perspective on research study research methods. It provides a masterful treatment of the widest range of case study methods with a depth not found in any other book on this topic. It fully covers more than twelve methods with excellent examples of each of them. The book includes 770 references with extensive discussions of this literature and it will definitely become a classic in the field for many years to come. --Michel Laroche, Royal Bank Distinguished Professor of Marketing, John Molson School of Business, Concordia University