



Managing Applied Social Research: Tools, Strategies, and Insights (Paperback)

By -

John Wiley Sons Inc, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Essential management guidance for real-world applied research projects Managing Applied Social Research equips you with the skills, strategies, and knowledge you need to effectively manage research projects. Written by a team of nationally-known researchers, this book covers the systematic management of applied social research studies from soup to nuts, providing researchers with an easy-to-follow process and the tools and templates for improving the quality, ethical conduct, and usefulness of the final products. The authors merge expertise adapted from the field of project management with their decades of experience in using established research methodologies and practices to offer readers; practical examples and insights gleaned from major research houses such as Rand, Urban Institute, Mathematica, American Institutes for Research, and others. Key concepts and methodologies are systematically unpacked, with detailed discussion of both theoretical bases and practical applications in the field. Written in plain English, the case studies and vignettes illustrate typical approaches to different scenarios, and the checklists, templates, and other tools provide guides for action. Starting from basic social research strategies, you ll build an understanding of applied research issues and how projects are...



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