



Methodology for Creating Business Knowledge

Ingeman Arbnor, Bjorn Bjerke

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'Arbnor and Bjerke's deep insight into theory construction and their honest appraisal of knowledge creation makes this edition absolutely essential for business scholars. I recommend this book to scholars in any area of business seeking a more thoughtful and useful understanding of research methodology' - ***Morgan Miles, Professor of Marketing, Georgia Southern University***

'These are two authors on top of their game, using their vast experience and depth of knowledge to present a complex topic in a framework which is understandable and usable by anyone doing academic research. This third edition will ensure that this book remains the essential read for social science researchers' - ***David Carson, Professor of Marketing, University of Ulster***

Arbnor and Bjerke's best-selling text, first published in 1997, remains unrivalled; both in its contemporary relevance to research methodology, and in its coverage of the interplay between the philosophy of science, methodology and business. The authors make an in-depth examination into the circularity of knowledge and its foundations and analyze the repercussions for business, research and consulting. Where knowledge is a competitive necessity understanding its foundations is a necessity.

The **Third Edition** has been updated to be even more relevant to the contemporary interests of business knowledge. Additional extras include:

- Several more examples are included, plus previous examples have been updated
- Improved illustrations and diagrams
- Revised presentation makes the book easier to use
- Useful summaries of the key points and concepts to aide accessibility
- Points of reflection allow the reader to further their thinking on the topics
- A glossary of terms
- A teacher's manual which can be requested from the book's website

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