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2AWUEA - UNDERWOOD HAROLD

The bestselling guide to qualitative research, updated and expanded Qualitative Research is the essential guide to understanding, designing, conducting, and presenting a qualitative research study. This fourth edition features new material covering mixed methods, action research, arts-based research, online data sources, and the latest in data analysis, including data analysis software packages as well as narrative and poetic analysis strategies. A new section offers multiple ways of presenting qualitative re-

search findings. The reader-friendly, jargon-free style makes this book accessible to both novice and experienced researchers, emphasizing the role of a theoretical framework in designing a study while providing practical guidance. Qualitative research reaches beyond the what, where, and when of quantitative analysis to investigate the why and how behind human behavior and the reasons that govern such behavior, but this presents a number of significant challenges. This guide is an invaluable reference for students and practitioners alike, providing the deep understanding that this sometimes difficult area

of research requires to produce accurate results. The book contains a step-by-step guide to analyzing qualitative data and an addendum for graduate students with a template for a thesis, dissertation, or grant application. Build a strong foundation in qualitative research theory and application Design and implement effective qualitative research studies Communicate findings more successfully with clear presentation Explore data sources, data analysis tools, and the different types of research Written for students studying market research at both undergraduate and postgraduate levels, this book provides a compre-

hensive commentary on this increasingly important subject. It includes a CD-ROM containing valuable SNAP and XSIGHT Software demos, to enhance understanding of quantitative and qualitative aspects of marketing research.

Onderzoek naar de sale en leaseback als strategisch vastgoedbeleid binnen de zorgsector.

Strategic HRM can be regarded as a general approach to the strategic management of human resources in accordance with the intentions of the organization on the future direction it wants to take.

Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work.

Written for anyone beginning a research project, this introductory book takes you through the process of analysing your data from start to finish. The author sets out an easy-to-use model for coding data in order to break it down into parts, and then to reassemble it to create a meaningful picture of the phenomenon under study. Full of useful advice, the book guides the reader through the last difficult integrating phase of qualitative analysis including diagramming, memoing, thinking aloud, and using one's feelings, and how to incorporate the use of software where appropriate. Ideal for third year undergraduate students, master students, postgraduates and anybody beginning a research project, the book includes examples covering a wide range of subjects - making the book useful for students across the social science disciplines. Hennie Boeije is currently an Associate Professor with the Department of Methodology and Statistics of the Faculty of Social and Behavioural Sciences at Utrecht University, The Netherlands.

This is the eBook of the printed book and may not include any media, website access codes, or print

supplements that may come packaged with the bound book. For courses in Instructional Design, Instructional Technology, or Computer-Based Instructional Design. Immerses students in the field and provides a strong foundation for future careers. In order to be successful in their field, professionals must go beyond performing the skills associated with Instructional Design and Technology (IDT); they must recognize current and future trends likely to impact the field and envision how to employ them. Trends and Issues in Instructional Design and Technology, Fourth Edition helps students and future practitioners attain these goals. It defines the IDT field, the historical events that have resulted in current-day areas of focus, and the theories of learning and instruction upon which practices are based. Emerging technologies, strategies to improve teaching and learning environments, and current practices in a wide variety of settings are among the many topics discussed in depth. Previous editions of this acclaimed text won numerous awards from the Association for Educational Communications and Technology and the Internation-

al Society for Performance Improvement.

Summary: Sinds de introductie in 1999 van het schoolvak Culturele Kunstzinnige Vorming (ckv) maken de theatrale podiumkunsten een belangrijk onderdeel uit van cultuureducatie in de bovenbouw van het voortgezet onderwijs. Omdat binnen ckv de receptieve cultuureducatie centraal staat, trekken leerlingen er massaal op uit om culturele activiteiten te ondernemen. Theaterbezoek is vanaf het begin populair. Hierdoor kregen aan de ene kant docenten te maken met een voor het onderwijs tamelijk nieuwe kunstdiscipline; aan de andere kant kregen theaters en theatergezelschappen er een publieksgroep bij, die nog niet zo goed in het Nederlandse theaterwereldje was ingevoerd. In deze studie wordt het veld waar theater en onderwijs elkaar in het kader van CKV ontmoeten, onder de loep genomen.

Community seed banks first appeared towards the end of the 1980s, established with the support of international and national non-governmental organizations. This book is the first to provide a global review of their development and includes a wide range

of case studies. Countries that pioneered various types of community seed banks include Bangladesh, Brazil, Ethiopia, India, Nepal, Nicaragua, the Philippines and Zimbabwe. In the North, a particular type of community seed bank emerged known as a seed-savers network. Such networks were first established in Australia, Canada, the UK and the USA before spreading to other countries. Over time, the number and diversity of seed banks has grown. In Nepal, for example, there are now more than 100 self-described community seed banks whose functions range from pure conservation to commercial seed production. In Brazil, community seed banks operate in various regions of the country. Surprisingly, despite 25 years of history and the rapid growth in number, organizational diversity and geographical coverage of community seed banks, recognition of their roles and contributions has remained scanty. The book reviews their history, evolution, experiences, successes and failures (and reasons why), challenges and prospects. It fills a significant gap in the literature on agricultural biodiversity and conser-

vation, and their contribution to food sovereignty and security.

Through examples and analogies, Computational Thinking for the Modern Problem Solver introduces computational thinking as part of an introductory computing course and shows how computer science concepts are applicable to other fields. It keeps the material accessible and relevant to non-computer science majors. With numerous color figures, this classroom-tested book focuses on both foundational computer science concepts and engineering topics. It covers abstraction, algorithms, logic, graph theory, social issues of software, and numeric modeling as well as execution control, problem-solving strategies, testing, and data encoding and organizing. The text also discusses fundamental concepts of programming, including variables and assignment, sequential execution, selection, repetition, control abstraction, data organization, and concurrency. The authors present the algorithms using language-independent notation.

Research: This is it! is a unique textbook that offers an integrated discussion of quantitative

and qualitative research. The theory is easily accessible, with appealing examples taken from all kinds of studies. This textbook light-heartedly describes the essence of quantitative and qualitative research in four steps in a such a way that students will want to do the research presented in the book. Step 1: Formulating the problem Step 2: The research design Step 3: Collecting data Step 4: Processing, analysing and reporting research data With these steps, you have a valuable checklist at your disposal for designing and conducting your own research and for evaluating research proposals and reports. Excel is used for quantitative data analysis, in addition the book has an appendix explaining how to use SPSS.

What's new in this 4th edition of Intercultural Sensitivity? The illustrations by Masaaki Oyamada. Culture turns full circle from global citizenship in chapter 1 to global leadership in chapter 8. It explores the TOPOI model, Hoffman's intervention for cultural "noise" in communication; Pinto's F- and C-Cultures; and the GLOBE project by House. Finally, from a management point of view, it presents the ideal conditions for multicul-

tural team excellence. There is also a Dutch edition of this book Interculturele Communicatie (isbn 9789023255536). In a rapidly internationalizing educational environment, students need to develop intercultural sensitivity in order to improve communication with lecturers and students, and to achieve excellence in their future international careers. Through exchange programmes, millions of students spend part of their studies at universities abroad every year. Lecturer mobility programmes are bringing international lecturers straight into local classrooms. With migration, labour mobility and student mobility, classrooms are more culturally diverse than ever before. Research shows that culturally diverse groups are seldom "just average". They either perform very badly or extremely well. Performance is low when cultural differences are ignored or suppressed. Culturally diverse groups excel when differences are recognised and managed as valuable sources of innovation and growth. Intercultural Sensitivity makes university and college students eager to learn about other cultures. It also makes them aware of

the uniqueness of their own cultures, which they may take for granted. And it helps students recognize culture as a valuable resource. This book presents the cultural models by Hall, Kluckhohn, Hofstede, Trompenaars and Bennett as competencies. What's new in this 4th edition? The illustrations by Masaaki Oyamada. Culture turns full circle from global citizenship in chapter 1 to global leadership in chapter 8. It explores the TOPOI model, Hoffman's intervention for cultural "noise" in communication; Pinto's F- and C-Cultures; and the GLOBE project by House. Finally, from a management point of view, it presents the ideal conditions for multicultural team excellence. This compact book can easily be studied in a 7- or 8-week term. It is packed with hands-on assignments, cases and role-plays from real life intercultural situations. Cases range from education to health care, marketing and management - any place where students will need to communicate across cultures. In class, on internship, or in the professional field, Intercultural Sensitivity helps students achieve intercultural competence. About the authors From highly di-

verse cultural and professional backgrounds, the authors are managers, trainers and lecturers at universities and at universities of applied sciences. They also work as independent intercultural trainers, coaches and consultants.

Most writing on sociological method has been concerned with how accurate facts can be obtained and how theory can thereby be more rigorously tested. In *The Discovery of Grounded Theory*, Barney Glaser and Anselm Strauss address the equally important enterprise of how the discovery of theory from data systematically obtained and analyzed in social research can be furthered. The discovery of theory from data-grounded theory is a major task confronting sociology, for such a theory fits empirical situations, and is understandable to sociologists and laymen alike. Most important, it provides relevant predictions, explanations, interpretations, and applications. In Part I of the book, "Generation Theory by Comparative Analysis," the authors present a strategy whereby sociologists can facilitate the discovery of grounded theory, both substantive and formal. This strategy involves the

systematic choice and study of several comparison groups. In Part II, "The Flexible Use of Data," the generation of theory from qualitative, especially documentary, and quantitative data is considered. In Part III, "Implications of Grounded Theory," Glaser and Strauss examine the credibility of grounded theory. *The Discovery of Grounded Theory* is directed toward improving social scientists' capacity for generating theory that will be relevant to their research. While aimed primarily at sociologists, it will be useful to anyone interested in studying social phenomena-political, educational, economic, industrial-especially if their studies are based on qualitative data.

Lecturers/instructors - request a free digital inspection copy here With a little help from his weird band of characters the Fourth Edition of the award-winning book continues, with its unique blend of humour and collection of bizarre examples, to bring statistics - from first principles to advanced concepts - well and truly to life using IBM SPSS Statistics. Lecturers: with WebAssign® you can manage and monitor your students' progress quickly and easily online or give

them more opportunities to practise! Ideal for short courses, choose to use WebAssign® alongside the Fourth Edition of Andy Field's textbook to quickly set up courses and schedule assignments (using the 2159 questions available) and track individual performance so you can spot in an instant where more instruction or practice is needed. If not using for formal assessment, WebAssign® still lets you set questions for your students to practise over and over again. They get instant feedback and also links to the relevant chapter or section in the integral ebook to help them work out the correct solution. For more information on how to integrate WebAssign® into a forthcoming course or to arrange a class test please contact your local SAGE representative for more details. (Students please note: access to WebAssign® is dependent not only on the purchase of a student access code (ISBN: 9781446273043) but also a username, institution code and password supplied by your course leader/instructor). SAGE MobileStudy - study where and when you like Scan any QR code within the book to access revision material on a smartphone

or tablet such as Cramming Sam's Study tips, flashcard glossaries, interactive multiple choice questionnaires and more. Click here to take a look (if you're accessing the site from a desktop you'll be taken to the Companion Website instead; look out for the MobileStudy icon to show you which pages are also available on the MobileStudy site). See how Andy's book is changing the landscape for textbooks through the use of technology! Support materials for a wide range of disciplines Education and Sport Sciences lecturer support materials with enhanced ones for Psychology, Business and Management and the Health Sciences on the enhanced Companion Website make the book even more relevant to a wider range of subjects across the social sciences and where statistics is taught to a cross-disciplinary audience. Other major new updates include: Now fully compatible with recent IBM SPSS Statistics releases. Two new characters! Statistical cult leader Oditi provides students with access to video clips via his Lantern to help further understanding of statistical/SPSS concepts, while Confusius helps students to make

better sense of statistical terms. The enhanced Companion Website offers plenty of lecturer and student material to use in conjunction with the textbook. These include PowerPoint and subject-specific testbanks for lecturers as well as answers to the Smart Alex tasks at the end of the each chapter; datafiles for testing problems in SPSS; flashcards of key concepts; self-assessment multiple-choice questions; and online videos of key statistical and SPSS procedures discussed in the textbook for students. Video Links Go behind the scenes of the Fourth Edition, and find out about the man behind the book Watch Andy introduce SAGE MobileStudy Ask Andy Anything: Teaching stats... and Robbie Williams' head Ask Andy Anything: Gibson or Fender Ask Andy Anything: The one part of the book Andy hated writing Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innova-

tions developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

This report reviews international research into the barriers to play for children with disabilities. The authors come from different disciplinary backgrounds, in Sociology, Social Policy, Anthropology, Occupational Health and Education and bring different concerns to this review. They are united, however, in their adoption of a rights-based perspective. The UNCRC and UN-CRPD emphasise the right to play for children with disabilities. Play is vital for child development. The problem of 'play deprivation' for many children with disabilities is very real. Yet the right to, and value of 'play for the sake of play', for fun and recreation, must not be forgotten in relation to the lives of children with disabilities. The focus in this report is upon barriers to play that exist beyond the minds and bodies of individual children, within a 'disabling' environment. Barriers include those associated with the design of the built environment, social attitudes and professional

practices. The report maps an agenda for further research in this area, emphasising the need for participatory methodologies that capture the views and voices of children with disabilities, their friends and families, on this important issue of play. ABSTRACTING & INDEXING Barriers to Play and Recreation for Children and Young People with Disabilities is covered by the following services: Baidu Scholar DOAB (Directory of Open Access Books) EBSCO Discovery Service Google Scholar J-Gate Naviga (Softweco) Primo Central (ExLibris) ReadCube Semantic Scholar Summon (ProQuest) TDOne (TDNet) WorldCat (OCLC)

Kwalitatief onderzoek Bent u een nieuwsgierige huisarts? Dan onderkent u het belang van praten met en luisteren naar patiënten. Een randomized control trial voldoet immers prima als het gaat om een eenvoudige geneesmiddelenvraag. Met dit soort eenvoudig kwantitatief onderzoek is echter niet altijd het antwoord te vinden op de soms complexe vraagstukken van patiënten. Kwalitatief onderzoek is in de huisartsgeneeskunde nuttig, uitdagend en onmisbaar. Kwalitatief onder-

zoek in de huisartspraktijk zet onderzoek en werkelijkheid in de spreekkamer van de huisarts in een ander perspectief. Bij het in kaart brengen van de verschillende aspecten van een samengesteld probleem is praten met patiënten een alternatief voor het rekenen en meten in kwantitatief onderzoek. Kijken, luisteren en de goede vragen stellen zijn kernvaardigheden van iedere huisart. Kwalitatief onderzoek is echter meer dan een beetje vrijblijvend met mensen praten: het is een methodologie. Kwalitatief onderzoek moet je leren, en dit boekje helpt daarbij. Vijf van de twaalf hoofdstukken in Kwalitatief onderzoek verschenen tussen 2004 en 2006 in Huisart & Wetenschap. Speciaal voor dit boek zijn er zeven praktische hoofdstukken toegevoegd. Aan de rode komen onder andere verschillende waarnemingsmethoden, kwalitatieve surveys, het halfopen interview, conversatieanalyse, meta-etnografie focusgroepen en het multimethodenonderzoek. Vijf van de twaalf hoofdstukken in Kwalitatief onderzoek verschenen tussen 2004 en 2006 in Huisart & Wetenschap. Speciaal voor dit boek zijn er zeven praktische hoofdstukken

toegevoegd. Aan de rode komen onder andere verschillende waarnemingsmethoden, kwalitatieve surveys, het halfopen interview, conversatieanalyse, meta-etnografie focusgroepen en het multimethodenonderzoek. In deze reeks verschenen: Palliatieve zorg

This textbook provides organisational leadership with an understanding of business process management and its benefits to an organisation. It provides a practical framework, complete with a set of tools and techniques, to successfully implement business process management projects.

This package includes a physical copy of *Statistics: The Art and Science of Learning from Data* by Alan Agresti and Christine Franklin, as well as access to the eText and MyMathLab. *Statistics: The Art and Science of Learning from Data, Third Edition*, helps you become statistically literate by encouraging you to ask and answer interesting statistical questions. This book takes the ideas that have turned statistics into a central science in modern life and makes them accessible. The Third Edition has been edited for conciseness and clarity to keep

you focused on the main concepts. The data-rich examples that feature intriguing human-interest topics now include topic labels to indicate which statistical topic is being applied.

Pedagogical Tact describes how teacher-student relations possess an improvisational and ethical character. The daily realities of educators, parents, and childcare specialists are pedagogically conditioned by sensitive insights, active thoughtfulness, and the creative ability to act caringly and appropriately in the immediacy of the moment. Internationally known educator Max van Manen shows through recognizable examples and evocative stories how good teaching is driven by the phenomenology of pedagogy. His book-refocuses educators and others away from an emphasis on instrumental skills and technocratic programs toward the need for pedagogical tact;-describes how pedagogical actions have latent effects that will influence children throughout their lives;-shows how our actions with young people have pedagogically ethical and moral significance;-gives educators back their original vocational motivation and inspiration.

We are very pleased to introduce Open Source Development, Communities and Quality. The International Conference on Open Source Systems has come to its fourth edition - OSS 2008. Now, Free, Libre, and Open Source software is by all means now one of the most relevant subjects of study in several disciplines, ranging from information technology to social sciences and including also law, business, and political sciences. There are several conference tracks devoted to open source software with several publications appearing in high quality journals and magazines. OSS 2008 has been organized with the purpose of being the reference venue for those working in this area, being the most prominent conference in this area. For this reason OSS 2008 has been located within the frameworks of the 20 World Computer Congress, WCC 2008, in Milan, the largest event of IFIP in 2008. We believe that this conference series, and the IFIP working group it represents, can play an important role in meeting these challenges, and hope that this book will become a valuable contribution to the open source body of research.

In The Netherlands, the arts have gained a sacralized status, while religion is increasingly viewed through the lens of heritage. The dynamic resonance of sacred forms this results in, is exemplary for the postsecular. Exploring this resonance, this book offers a strong counterweight to the popular trope of the arts having replaced religion in secularized societies. Instead it approaches artistic performance, religion, and its heritage as mutually engaging sacred forms. Lieke Wijnia thoroughly connects theoretical perspectives on the sacred with ethnographic research at the annual festival Musica Sacra Maastricht. She explores the continued relevance of a broad conceptual approach to the sacred, as well as the practical side to negotiating the sacred at the festival. The resulting analyses shed new light on topics like musical performance as generator of the sacred, how art and heritage impact the continuity of religion in secularized societies, and the fragility of artistic performance in the contemporary fragmented framework of the sacred. This book offers an innovative and interdisciplinary interpretation of the continu-

ing significant role of art and religion in postsecular societies.

Web Survey Methodology guides the reader through the past fifteen years of research in web survey methodology. It both provides practical guidance on the latest techniques for collecting valid and reliable data and offers a comprehensive overview of research issues. Core topics from preparation to questionnaire design, recruitment testing to analysis and survey software are all covered in a systematic and insightful way. The reader will be exposed to key concepts and key findings in the literature, covering measurement, non-response, adjustments, paradata, and cost issues. The book also discusses the hottest research topics in survey research today, such as internet panels, virtual interviewing, mobile surveys and the integration with passive measurements, e-social sciences, mixed modes and business intelligence. The book is intended for students, practitioners, and researchers in fields such as survey and market research, psychological research, official statistics and customer satisfaction research.

The fun and easy way to get down to business with

statistics Stymied by statistics? No fear? this friendly guide offers clear, practical explanations of statistical ideas, techniques, formulas, and calculations, with lots of examples that show you how these concepts apply to your everyday life. Statistics For Dummies shows you how to interpret and critique graphs and charts, determine the odds with probability, guesstimate with confidence using confidence intervals, set up and carry out a hypothesis test, compute statistical formulas, and more. Tracks to a typical first semester statistics course Updated examples resonate with today's students Explanations mirror teaching methods and classroom protocol Packed with practical advice and real-world problems, Statistics For Dummies gives you everything you need to analyze and interpret data for improved classroom or on-the-job performance.

Research Methods in Social Relations, 8th Edition, features a series of updates and revisions in its comprehensive introduction to current research methods in the social and behavioural sciences. Offers comprehensive coverage of a wide variety of traditional and topical re-

search methods Addresses many newer research approaches such as propensity score matching, mixed methods designs, and confirmatory factor analysis Written to be accessible to a range of social and behavioural science disciplines, including public health, political science, sociology, and psychology Includes new chapters that engage readers in critical thinking about the processes involved in building sustainable partnerships in field and community settings The Companion website includes an array of resources for Instructors, including Test Banks, Power Point lecture slides, discussion questions and exercises This new edition is the much-anticipated follow-up to 2001's seventh edition by Hoyle, Harris and Judd

Tal van psychodiagnostische instrumenten zijn niet gevalideerd voor etnisch-culturele minderheidsgroepen in Nederland. In dit boek, bedoeld voor de interculturele hulpverleningspraktijk van de GGZ, worden de problemen in de interculturele psychodiagnostiek geschetst. Er worden methoden aangereikt hoe op een professionele manier deze problemen het

hoofd te bieden. Aan de hand van casuïstiek geven ervaren interculturele hulpverleners inzicht in hoe psychologische instrumenten kunnen worden toegepast op een cultuur sensitieve manier. De regulatieve cyclus wordt gebruikt als een methodisch handvat voor een zorgvuldig, systematisch en reflexief handelen in dit psychodiagnostische proces.

In the revised and updated second edition of *The Tone of Teaching*, bestselling author Max van Manen defines sound pedagogy as the ability to distinguish effectively between what is appropriate, and what is less appropriate in our communications and dealings with children and young people as parents and educators. The author: -Shows how tactful educators develop a caring attentiveness to the unique; to the uniqueness of children, and to the uniqueness of their individual lives-Describes how this "tone" of teaching can be sustained by the cultivation of a certain kind of seeing, listening, and responding to each child in each particular situation-Offers practical insights for both educators and parents

Combining the time tested classical work of Earl

Babbie with the insights of one of the most recognized and respected names in speech communication research, *THE BASICS OF COMMUNICATION RESEARCH* is the book for the Communication research methods course. With the authors' collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course. The authors frame research as a way of knowing, and provide balanced treatment to both quantitative and qualitative research traditions in communication research and present it in a student friendly and engaging format. It provides in-depth treatment of the role of reasoning in the research enterprise and how this reasoning process plays itself out in planning and writing a research proposal and report. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Deze studie onderzoekt de externe schoolevaluatie door onderwijsinspecties in zeven landen: Nederland, Tsjechië, Zweden en de regio's Noordrijn-Westfalen (Duitsland), Catalonië (Spanje), Wales

(Verenigd Koninkrijk) en Vlaanderen (België). Wat zijn de actuele tendensen? Met directe en participatieve observaties tijdens schoolinspecties werden de inhoudelijke, de organisatorische en de methodologische kenmerken van elk inspectiesysteem bepaald. Vervolgens werden de inspectiesystemen met elkaar vergeleken en getypeerd.

Customer Relationship Management gives a well-balanced coverage of strategy and organisation, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle. Geared to MBA students and advanced undergraduate students, as well as those taking courses on CRM, direct marketing, relationship marketing, database management or business intelligence, the book is also appropriate for graduate students in information management attending courses on CRM and participants in specific CRM/database management. The full text downloaded to your computer With eBooks you can: search for key concepts, words

and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Gids voor praktijkgericht onderzoek voor professionals in het onderwijs, de jeugdzorg, het maatschappelijk werk en de gezondheidszorg.

Introduction to Statistics with SPSS offers an introduction to statistics that can be used before, during or after a course on statistics. Covering a wide range of terms and techniques, including simple and multiple regressions, this book guides the stu-

dent to enter data from a simple research project into a computer, provide an adequate analysis of the data and present a report on the findings.

Electronic Inspection Copy available for instructors here Why do you choose the things you buy - such as this textbook, a smartphone or an item of clothing? How often, where, and instead of what? What do you consider a boring necessity or a fun luxury? What do you do with products once you've purchased them? When do you decide to chuck them and why? As a consumer you make conscious and unconscious decisions, nonstop, every day of your life. This is Consumer Behaviour! This friendly, lively full colour text will support you through your course and help you to get the best possible grade for future employment. It even has How to Impress Your Examiner boxes in each chapter. There are lots of case studies along the

way from global brands such as Facebook, Apple and Amazon Kindle, and Consumer Behaviour in Action boxes in every chapter to show you how it works in the real world. If you want to be top of the class you can push yourself that little bit further by reading the Challenging the Status Quo asides which will help your critical thinking and problem solving skills. These are key skills that employers look for in graduates, so practicing now will help set you apart from the pack and boost your employability. You could also dip into the Further Reading resources to help you with essays and exam revision - using these is a sure route to better grades. Visit the companion website www.sagepub.co.uk/blythe for extra materials including multiple choice questions to test yourself and Jim's pick of Youtube videos that make the examples in each chapter come alive!