



# Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact

*Sarah J. Tracy*

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- Serves as a “how-to” guide for qualitative/ethnographic research, detailing how to design a project, conduct interviews and focus groups, interpret and analyze data, and represent it in a compelling manner
- Demonstrates how qualitative data can be systematically utilized to address pressing personal, organizational, and social problems
- Written in an engaging style, with in-depth examples from the author’s own practice
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