

**METHODOLOGY
FOR CREATING
BUSINESS
KNOWLEDGE**

3RD EDITION

**INGEMAN ARBNOR
& BJÖRN BJERKE**



Methodology For Creating Business Knowledge

Rachel Sandford



Methodology For Creating Business Knowledge:

Methodology for Creating Business Knowledge Ingeman Arbnor, Bjorn Bjerke, 2008-12-22 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, 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 aid 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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