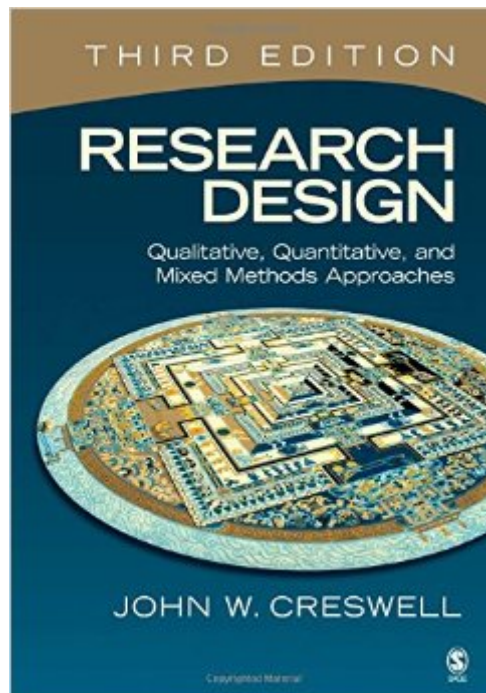


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# Research Design: Qualitative, Quantitative, And Mixed Methods Approaches, 3rd Edition



The Bestselling Text is Completely Updated and Better than Ever! Praise for the Third Edition: "I have used the older edition with great success. The new one is even better." Kathleen Duncan, University of La Verne The Third Edition of the bestselling text *Research Design* by John W. Creswell enables readers to compare three approaches to research—qualitative, quantitative, and mixed methods—in a single research methods text. The book presents these three approaches side by side within the context of the process of research from the beginning steps of philosophical assumptions to the writing and presenting of research. Written in a user-friendly manner, Creswell's text does not rely on technical jargon. He cuts to the core of what a reader needs to know to read and design research in part by showcasing ideas in a scaffold approach so that the reader understands ideas from the simple to the complex. Key updates to the Third Edition: Presents the preliminary steps of using philosophical assumptions in the beginning of the book Provides an expanded discussion on ethical issues Emphasizes new Web-based technologies for literature searches Offers updated information about mixed methods research procedures Contains a glossary of terms Highlights research tips throughout the chapters incorporating the author's experiences over the last 35 years The Instructor's Resource site at <http://www.sagepub.com/creswell3instr/> contains: Sample Syllabi PowerPoint Slide Sets Sample Student Proposals Suggested Studies Published in Journal Articles Application Activities and Tutorial Peer-Feedback Group Activities Study Design Group Activities End-of-Chapter Checklists The Student Study Site at [www.sagepub.com/creswellstudy/](http://www.sagepub.com/creswellstudy/) offers: Sample Student Proposals Application Activities and Tutorials Peer-Feedback Group Activities Study Design Group Activities End-of-Chapter Checklists *Research Design*, Third Edition appeals to students taking research design and research methods classes throughout the social and behavioral sciences—from undergraduates to the most advanced doctoral programs.

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## Customer Reviews

I initially bought this book when I writing the proposal for my PhD about three years ago and Cresswell's little gem proved invaluable during that time. The book is very well written and unlike other books on the topic, Cresswell is not content with explaining theory and providing examples but goes further to provide excellent templates for the process, writing, structure, and format of every phase of the research process. These 'templates,' coupled with a clear writing style and an excellent, logical structure, elevate the book from 'very useful' to 'invaluable' in my opinion. For example, in chapter 4: The Introduction, he begins by explaining the purpose of the Introduction and its importance and then provides models for writing introduction in qualitative, quantitative, and mixed methods research. This format is mirrored in almost every chapter including Chapter 2: Review of the literature where he provides an excellent process for maximizing the effectiveness of the initial literature review process. In Chapter 5, he simplifies purpose statements with step-by-step guidelines for the three methodologies while in Chapter 6 he does the same for the research questions and hypotheses. While Cresswell is an Educational Researcher himself, he does not limit the examples in the book to his field but endeavors to include samples from the social and human sciences including justice, management, psychology, sociology and marketing. These numerous examples throughout every chapter of the book serve to illustrate the templates and guidelines effectively, leaving little doubt in the reader's mind on the 'how' of applying the guidelines. Overall, this is the best of the pick if you need clear, straightforward guidelines on writing a proposal or planning your research project.

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