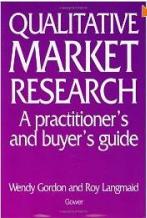
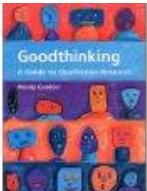
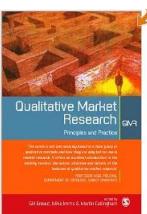
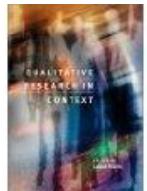
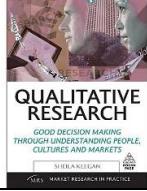
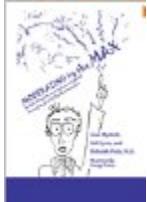
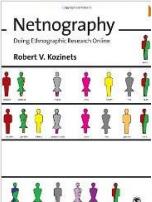
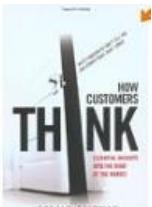
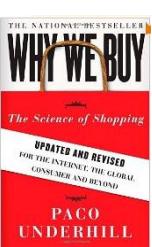


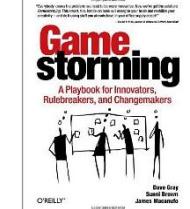
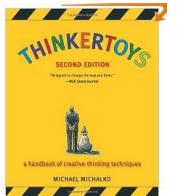
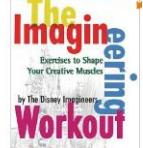
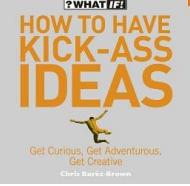
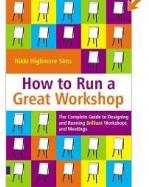
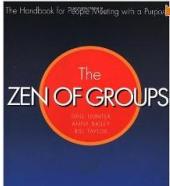
# Reading List

## Qualitative Research books by practitioners

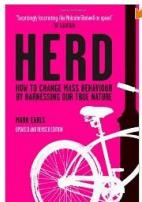
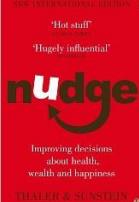
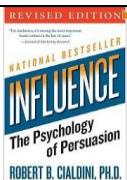
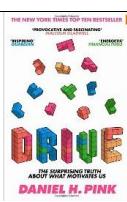
	Wendy Gordon & Roy Langmaid, Gower reprint 1988.	Qualitative Market Research: a practitioners and buyers guide	A very practical book, grounded in qual experience from two of the UK's best known researchers – and past tutors on the AQR Foundation course!
	Wendy Gordon, Admap Publications 1999	<b>Goodthinking – a Guide to Qualitative Research</b>	An easy to read guidebook' to qualitative research from one of the greats of the business.
	Gill Ereaut, Mike Imms and Martin Callingham (eds.), Sage Publications 2002	<b>Qualitative Market Research: Principle and Practice</b>  <b>Includes Interviewing groups and individuals in QMR by Joanna Chrzanowska</b>	A seven-book set, written by experienced British practitioners. Covers interviewing, other forms of data collection, analysis, development and delivery of findings.  "Essential reading for anyone involved with qualitative market research." David Barr, DG of the MRS
	Edited by Laura Marks, WARC Publications. 2000.	<b>Qualitative Research in Context</b>	"This is the first book that I have come across that puts research into its proper business context and examines the link between the particular research approach and the client's information needs with respect to their business objectives" Mary Goodyear
	Dr Hy Mariampolski, Sage Publications, 2001	<b>Qualitative Market Research, A Comprehensive Guide</b>	"It's all there and I wish that I'd had this book to draw on when I first set up my shingle as a qualitative researcher." Anne Ward.
	Yvonne McGivern, Pearson Education, 2nd Edition, 2005 ISBN 027369510X	<b>The Practice of Market &amp; Social Research: An Introduction</b>	One of the official textbooks, supporting the curriculum for candidates studying for the MRS Advanced Certificate in Market & Social Research Practice. While this mainly covers quantitative research, it is a good introduction to the basics of qual.
	Sheila Keegan, Kogan Page 2009	<b>Qualitative Research: Good Decision Making Through Understanding People, Cultures and Markets)</b>	<i>Qualitative Research</i> looks at the different theoretical models; explores the strengths and weaknesses of qual for different business problems, and examines how to define and apply the outcomes

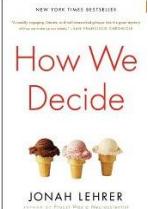
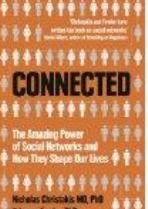
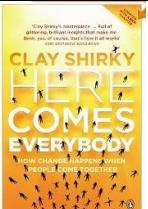
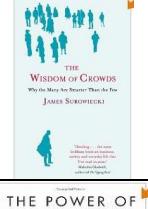
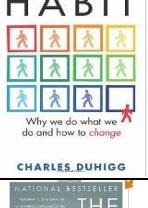
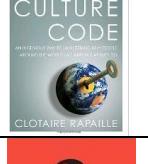
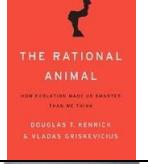
	Jean Bystedt, Siri Lynn and Deborah Potts, Paramount Market Publishing, NY 2010.	<b>Moderating to the Max – a full tilt guide to Creative, Insightful Focus Groups and Depth Interviews</b>	A detailed, lively and fun guide to a variety of moderating tools and techniques. Does what it says on the tin.
	DVL Smith and JM Fletcher	<b>The Art and Science of Interpreting Market Research Evidence</b>	More of a how to use research (including quant) rather than how to do it. A holistic approach to interpretation of complex data sets.
	Ray Poynter 2010	<b>The Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers</b>	This ground-breaking reference examines why traditional research is broken, both in theory and practice, and includes: online research communities, community panels, blog mining, social networks, mobile research, e-ethnography, predictive markets, and DIY research.
	Robert Kozinets 2009	<b>Doing Ethnographic research online</b>	Explores- a method specifically designed to study cultures and communities online. For the first time, full procedural guidelines for the accurate and ethical conduct of ethnographic research online are set out, with detailed, step-by-step guidance.
	Zaltman, Gerald (2003) Harvard Business School Press	<b>How Customers Think – Essential Insights into the Mind of the Market,</b>	Once a proponent of neuroscience instead of qual, Gerald Zaltman challenges the US focus group mentality and champions the use of imagery and sophisticated metaphors, and his own ZMET technique.
	Paco Underhill, Texere Publishing, new edition 2 November 2000.	<b>Why we buy - The Science of Shopping</b>	An illuminating and enjoyable read describing how observational methods are essential for anyone working in retail.

# Workshops, visual thinking and creativity

	Dave Gray, Sunni Brown, James Macanufo	<b>Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers</b>	Idea generation, visual thinking, problem solving, role playing customers and users and many other tools - this book is more for workshop style work.
	Michel Michalko	<b>Thinkertoys</b> <b>A Handbook of Creative thinking techniques</b>	Linear to intuitive creative thinking techniques from a creativity expert.
	Peggy Van Pelt (ed)	<b>Imagineering workout:</b> <b>exercises to shape your creative muscles</b>	Fun, interesting, tips and exercises – apparently from the Disney Imagineers.
	Chris Barez-Brown	<b>How to Have Kick Ass Ideas</b>	A playful and mind-expanding book by the training guru at ?What If!, the world's largest innovation consultancy, who will help you to unlock your creative juices and grow in new directions.
	Nikki Highmore Sims	<b>How to run a Great Workshop</b>	Very practical, includes planning, running training, workshops and meetings, follow up and evaluation.
	Dale Hunter Ann Bailey Bill Taylor	<b>The Zen of groups</b> <b>A Handbook for people meeting with a purpose</b>	Both theory (not heavy) and exercises Relevant for both groups and more serious workshops

# Books that have influenced qualitative research thinking and practice

 <p>Mark Earls <b>HERD</b> How to Change Mass Behaviour by Harnessing Our True Nature</p>	Mark Earls Wiley, 2009	<b>Herd: How to Change Mass Behaviour by Harnessing Our True Nature</b>	<p>'The PM's advisers would do well to consult the work of Mark Earls .... explores the extent to which "the physics of mass behaviour" are governed by imitation more often than ideological purpose' <b>Matthew D'Ancona, Evening Standard</b></p>
 <p>NEW INTERNATIONAL EDITION 'Hot stuff' 'Hugely influential' <b>nudge</b> Improving decisions about health, wealth and happiness THALER &amp; SUNSTEIN</p>	Thaler & Sunstein Penguin, 2009	<b>Nudge: Improving Decisions About Health, Wealth and Happiness</b>	<p>Hugely Influential. They examine choice architecture and how to design default options, how to expect people to make errors; how to improve performance by giving feedback; how to structure complex choices and incentivise people.</p>
 <p>REVISED EDITION NATIONAL BESTSELLER <b>INFLUENCE</b> The Psychology of Persuasion ROBERT B. CIALDINI, PH.D.</p>	Roberto Cialdini, 2007	<b>Influence – The Psychology of Persuasion</b>	<p>A classic. How to make people say 'yes'.</p>
 <p>THE NEW YORK TIMES TOP TEN BESTSELLER REVOLUTING AND REVOLUTIONIZING <b>DRIVE</b> The Surprising Truth About What Motivates Us DANIEL H. PINK</p>	Daniel H Pink Canongate Books 2011	<b>Drive: The Surprising Truth About What Motivates Us</b>	<p>A paradigm-shattering book - the secret to high performance and satisfaction in today's world is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and the world.</p>
 <p>The International Bestseller <b>Thinking, Fast and Slow</b> Daniel Kahneman Winner of the Nobel Prize</p>	Daniel Kahneman	<b>Thinking, Fast and Slow</b>	<p>If you only read one book about decision-making and Behavioural Economics, make it this one. Relevant to qualitative and quantitative research.</p>

	Jonah Lehrer Mariner Books, 2010	<b>How We Decide</b>	A mixture of neuroscience and storytelling about wise and foolish decisions. One of the current crop of decision-making books.
	Nicholas Christakis and James Fowler Harper 2011	<b>Connected – the amazing power of networks and how they shape our lives</b>	Is happiness catching? Are your friends making you fat? Can your siblings make you smart? Is wealth contagious? 'Connected' is an innovative and fascinating exploration of how social networks operate.
	Clay Shirky	<b>Here Comes Everybody – how change happens when people come together</b>	'As crisply argued and as enlightening a book about the internet as has been written' Daily Telegraph One of the foundational texts for crowdsourcing
	James Surowiecki	<b>The Wisdom of Crowds – why the many are smarter than the few</b>	Under certain conditions the 'crowd' can predict more accurately. An influential text for crowdsourcing and of course predictive markets.
	Charles Duhigg	<b>The Power of Habit Why we do what we do and how to change</b>	<b>This is a first-rate book</b> - based on an <b>impressive</b> mass of research, <b>written in a lively style</b> and providing <b>just the right balance of intellectual seriousness with practical advice</b> on how to break our bad habits." ( <i>The Economist</i> )
	Clotaire Rapaille	<b>The Culture Code</b>	Subtitled: <b>An Ingenious Way to understand why people around the world buy and live as they do</b> From a cultural anthropologist who has worked with major brands
	Douglas T. Kenrick and Vladas Griskevicius	<b>The Rational Animal</b>	Taking the idea of nonconscious behavioral guidance systems and linking these with evolutionary psychology, sub-selves, moments of identity and cognitive biases.
	Timothy Wilson	<b>Strangers to Ourselves</b>	Showing us an unconscious more powerful than Freud's, and even more pervasive in our daily life, Strangers to Ourselves marks a revolution in how we know ourselves.