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There is a need to develop South Africa's human resources and to raise the level of skills of our workforce. Juta Academic Publishers understands this and continually seeks ways to raise the benchmark for academic publishing. We also share the national dream of making higher education more accessible to all.

To this end our goals are to:

- translate trends and policies in education into useful learning and support materials;
- meet student's needs through the development of suitable learning materials;
- produce concise guides for educators; and
- contribute to general literacy and develop a culture of reading.

Our publishing programme includes:

- the production of high quality, interactive materials for students and educators in southern Africa;
- providing the rapidly changing world of business with up-to-date, relevant and flexible learning materials for students and practitioners;
- the development of small business materials to encourage economic development and entrepreneurship;
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- the development of suitable language and communication materials for tertiary education, business and industry that are in tune with current language and communication needs.

For your convenience more and more of our materials are available in a range of formats, including electronic delivery, audio and video. We also supply Internet downloadable peripherals and exercises to assist educators and students in the use of our materials. Because we understand the need to upgrade South Africa's delivery capacity through distance education, we have designed our materials specifically for education at a distance and for self-directed learning.

Over the years we have developed a strong pool of highly-qualified authors who are leaders in their fields, and we are proud to contribute to the success of the students who use our materials. As progressive publishers, we welcome comments from our readers and ideas from prospective authors. We are always ready to develop new talent because ultimately, the people of South Africa are our most valuable assets.

Prospective Authors

We are always interested in proposals for new books. Please send the relevant publisher a synopsis and an indication of the market for which your book is intended. Contact details appear overleaf.

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- Videos covering core concepts
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Trade Terms and Conditions

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We would like to draw your attention to the following terms and conditions for the return of stock to Juta and Company, and request that you familiarise yourself with our policies and procedures in order to expedite your approval requests timeously and with minimum administration. Failure to adhere to these terms and conditions may delay the processing of customer credits or result in an authorisation request being rejected.

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Fax: +27 (0) 21 659 2755
Email: returns@juta.co.za

Application for returns must be accompanied by:

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- Reasons for the return;
- In the case of old-edition returns where these have been invited by Juta, a copy of the replacement order placed with our Customer Services Department for an equivalent number of copies of the new edition. Permission to return shall not be granted without such an order in these instances.

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- A copy of the Returns Authorisation must accompany all your returns.
- Juta will only accept goods in a resalable condition. (Product containing price stickers and other markings will not be accepted.)
 - ❑ On receipt by Juta, goods are evaluated by the Returns Administrator.
 - ❑ Discrepancies are further evaluated by the Customer Services Administrator and Stock Administrator prior to contacting the customer.
 - ❑ Customer complaints are referred to the Warehouse Manager for evaluation.
 - ❑ Unresolved complaints are referred to the Divisional Sales Manager.
- Returns authorisations are only valid for a period of 30 days from date of issue to the Trader by the Returns Administrator.

Unsuccessful returns applications

In the event of applications for the return of stock being denied, a Juta representative will inform traders of the reasons for this in writing.

Unauthorised returns

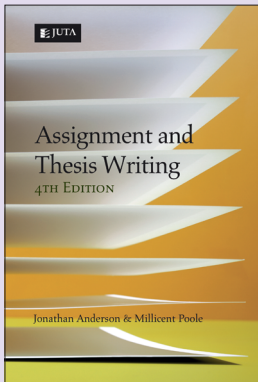
Goods must be collected from the Juta warehouse within seven days of being notified of an unauthorised return. Unauthorised returns which remain on our premises after seven days will be returned to the sender and the cost of this charged to the customer's account.

Reporting of quality and quantity discrepancies

- All discrepancies should be logged with our Customer Services Department either via email to: cserv@juta.co.za, Fax: +27 (0) 21 659 2360 or Tel: +27 (0) 21 659 2300 within seven days of receipt of goods. Imperfect or mis-bound publications, or stock damaged in transit will be credited once the unsaleable publications have been collected and received at our Warehouse.
- Replacement goods will be invoiced in full.

Please Note:

- ❑ In instances where the return is not as a result of an error on Juta's part, the cost of carriage will be for the customer's account. Should the return be due to an error on Juta's part, we will arrange collection at our expense, with a carrier nominated by us.
- ❑ Returns on sale or discounted priced titles will not be accepted.



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192 pages
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R272.00

Assignment and Thesis Writing

– South African edition

J Anderson & M Poole

In order to do well in their higher education studies, students have to develop excellent research and writing skills. Without these skills it is unlikely that they will move beyond undergraduate studies. The South African edition of *Assignment and Thesis Writing* is destined to become a classic, as its Australian predecessor is, with students in higher education. The book has been adapted with local examples to ensure relevance for students in South African institutions.

Contents

Part 1: Assignments and theses at the tertiary level

Writing at the tertiary level • Planning the assignment • Planning the thesis • Scholarly writing: A case study • Computer tools for writing and publishing • The computer as an information tool

Part 2: Writing the assignment or thesis

Common features of editorial style • The general format • Page and • format • The use of quotations • Footnotes • Tables and figures • Referencing • Appendices

Part 3: Revising the assignment or thesis

Editing and evaluating the final product • Appendix A: Additional resources for writers • Appendix B: Abbreviations commonly used in scholarly writing • Index

Business Research

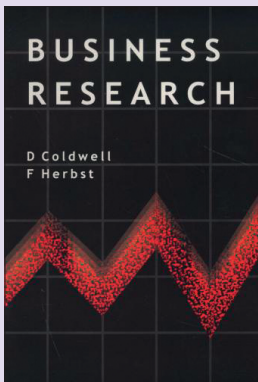
D Coldwell & F Herbst

This introductory text places in context the scientific discipline and methodology of business research. Books on business research often pay scant attention to the basic scientific underpinnings of empirical research in business, causing students to do research without a basic understanding of why they are applying a particular research technique. The approach taken in the book assumes no prior knowledge of the business research process, nor knowledge of statistical analyses, nor experience in writing up a proposal and embarking on a research investigation.

Although some insight is given on the nature of scientific knowledge, the aim of the book is to delineate the practice of business research. It takes students through the building blocks of business research with the ultimate objective of engendering a basic understanding of: the essential ingredients of the research process, what is required for writing up a research proposal and the requirements for conducting an empirical research study. Each chapter contains exercises in the form of case studies to consolidate the knowledge obtained in the chapter and deepen the student's understanding of the text.

Contents

Methods of business research: an introduction • The research process: how business research is conducted • Techniques for data analysis in business research • Communicating business research methods



2004
160 pages
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Business Research Made Easy

R Pellissier

Are you interested in postgraduate studies but worried about the research component? Are you faced with a complex business problem and do not know how to go about solving it? With changes in the world of work come new theories, new meanings and new applications. These require scientific methodologies and research strategies to obtain data and analyse it in such a way that the outcomes are reliable and generalisable. Research is synonymous with knowledge-creating which, in turn, is linked to innovation. Both of these are critical for economic and social development, as well as business development. But not all business practitioners are good researchers. And the broad landscape of the modern business world begs for a set of plans and models that can simultaneously provide stability and a breadth of development.

Contents

List of abbreviations • Useful terminology • The history of research • The fundamentals of research • Research strategies and data types • Data collection and analyses • Finding a topic to research • The research proposal • Research presentation • The role of the supervisor • How to be a good researcher

Key Features

Provides easy referencing to most research techniques in the business domain. Depending on the problem at hand, there are numerous quantitative and qualitative methods described, as well as ways and means to write down the main problem. Beginners and specialists are reminded how to read and write academically and how to become good researchers.

Communication research

– Techniques, methods and applications

GM du Plooy

Communication Research: Techniques, Methods and Applications deals with qualitative and quantitative approaches to research methodology; the steps followed in the research process; data collection (sampling, measuring, questioning and observing); and the procedures followed when applying a research design and interpreting research data. Various research techniques and methods are applied to conducting research for advertising, mass-media audiences and mass-media efficiency, and for conducting research in organisational and development contexts. The publication ends with a framework of scientific criteria and guidelines that can be used when planning and writing a research report, as well as when analysing and evaluating published research reports.

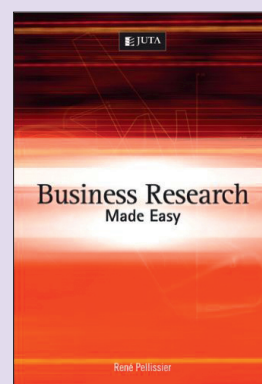
Against the background of outcomes-based education, the aim of this publication is to enable learners to develop and acquire the following learning outcomes: research skills, problem-solving skills, communication skills, environmental literacy, developing a macro vision, self-responsibility skills, and developing individual, moral and ethical values as part of lifelong learning. To achieve these outcomes, and to accommodate different learning styles, the publication follows an interactive approach and contains several learning aids, such as marginal notes, executive summaries, self-evaluation and portfolio tasks, as well as guides with criteria that can be used by learners, teachers or examiners to assess the achievement of learning outcomes and performance.

Contents

Quantitative and Qualitative approaches to communication research • Steps in the research process • Data Collection: sampling, measuring, questioning and observing • Procedures followed when applying a research design and interpreting research data • Research of advertising, mass-media audiences and mass-media efficiency • Organisational and development communication research • The research report

Key Features

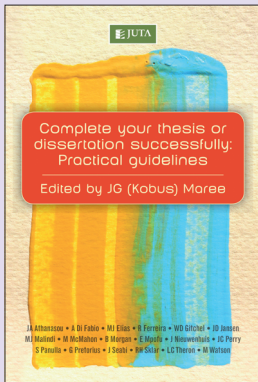
The book also features learning aids, such as executive summaries, self-evaluation and portfolio tasks, plus criteria that students, lecturers and examiners can use to assess the achievement of learning outcomes and evidences of performance • The book ends with a very useful framework of scientific criteria and guidelines to be used when planning, writing, analysing and evaluating research reports



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2012
320 pages
Soft cover
Printed 9780702189166
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R404.00

Complete your Thesis or Dissertation Successfully

– Practical Guidelines

JG Maree (Editor)

This user-friendly and comprehensive volume covers a wide range of topics related to postgraduate study. Chapter topics are wide ranging and include: the relationship between supervisor and students, financing of studies, selecting a topic, writing a research proposal, structuring the thesis, designing and conducting the research, writing the chapters and ensuring technical accuracy.

This book is an essential aid for all students entering a master's or doctorate programme.

Contents

The quality of doctoral education in South Africa: A question of significance • Planning your thesis: Systemic and personal issues • Choosing a topic • Writing a research proposal • Theoretical-conceptual and structural aspects of thesis writing • Basic issues in thesis writing • Sampling and research paradigms • Research designs and data collection techniques • Conducting qualitative research: Practical guidelines on fieldwork • Writing the quantitative research method chapter • Conducting mixed-methods research • Ensuring quality in scholarly writing • Linking purpose and ethics in thesis writing: South African illustrations of an international perspective • Writing style • Communication between student and supervisor • The role of critical readers in postgraduate studies • Examining a thesis and writing an examiner's report • Choosing examiners for a thesis or dissertation • How to prepare for an oral doctoral examination • The ultimate aim of your studies: Getting a manuscript published • Electronic submissions to journals

Key Features

Current, practical, South African, up-to-date, cross disciplinary • Includes an overview of international perspectives • Provides practical guidelines on how to write theses and dissertations • Assists with preparing manuscripts for submission to scholarly journals

Recommended for

Postgraduate students in all disciplines • Supervisors of postgraduate students in all disciplines

About the editor

Jacobus Gideon (Kobus) Maree is a professor in the Faculty of Education at the University of Pretoria. He has three doctorates, has received a number of awards for his work and was awarded the Chancellor's Award (University of Pretoria) for Teaching and Learning for 2010 and the Exceptional Academic Achiever Award (University of Pretoria) for a third term (2010–13).

Designing your First Research Proposal

– A Manual for Researchers in Education and the Social Sciences

R Vithal & J Jansen



2010
64 pages
Soft cover
Printed 9780702177842
WebPDF 9780702189395
R151.00

Contents

Preface • Introduction • Some guidelines for the effective use of the manual • Steps in writing a research proposal • Selecting a focus • Identifying critical questions • Stating a rationale • Conducting a literature review • Locating a theoretical framework • Preparing a data collection plan • Planning a data analysis strategy • Anticipating the report outline • Enhancing validity and reliability • Acknowledging the limitations of the research • Conclusion • Reading list • Appendix • Index

Key Features

Workbook format for use in workshops for doctoral, Master's and baccalaureate students • Appropriate across disciplines: law, health sciences and management studies • Can be used for all levels of research • Accessible to English second-language speakers • Interactive structure, which promotes and reinforces self-directed research training, making it suitable for distance education.



Emerging Researcher, The

– Nurturing Passion, Developing Skills, Producing Output

J de Gruchy & L Holness

The Emerging Researcher Programme (ERP) at the University of Cape Town was launched in 2003 in response to an urgent need for the building of research capacity in a new generation of researchers in South Africa. The Programme focuses on issues such as Completing higher degrees; Writing for publication; Preparation of proposals; Research planning and Graduate supervision.

The ERP draws on the expertise of retired senior academics – who work in conjunction with the programme co-ordinators – to assist academics in the development of their personal research profiles. This book is an account of what has been done in the ERP, the challenges encountered along the way, and what has been learnt in the process. As a model it could be adapted to other situations both within South Africa and in the broader African context.

First Steps in Journal Article Writing

JG Maree (Editor)

This concise and practical volume guides the reader through the process of article writing for submission to scholarly journals. It provides helpful examples and clarification of the steps involved and will prove to be an invaluable resource for both novice and experienced researchers. Chapters include selecting a topic, proposal design, research design and methodological considerations, submitting an article for publication and the role of critical readers.

Contents

Getting Published: Motives, Personal Qualities and Methods • Identifying an Appropriate Journal and Preparing the Manuscript for Submission • Writing the Manuscript: Standard Guidelines • Preparing the Abstract of a Manuscript • Writing Your First Draft • Preparing the Manuscript: Technical Considerations • Managing the Peer Review Process • The Ethics of Article Publications • Electronic Submissions • Avoiding Basic Errors in Scholarly Writing

Recommended for

Postgraduate students in all disciplines • Supervisors and academics in all disciplines

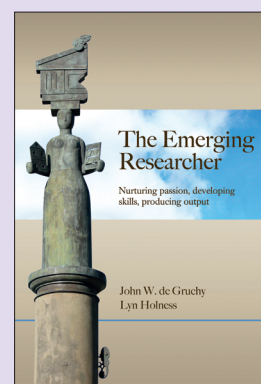
About the editor

Jacobus Gideon (Kobus) Maree is a professor in the Faculty of Education at the University of Pretoria. He has three doctorates, has received a number of awards for his work and was awarded the Chancellor's Award (University of Pretoria) for Teaching and Learning for 2010 and the Exceptional Academic Achiever Award (University of Pretoria) for a third term (2010–13).

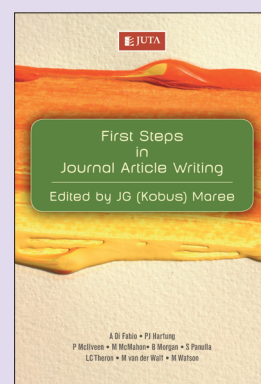
Fundamentals of Research Methodology for Healthcare Professionals

HI Brink (Revised by C van der Walt & G van Rensburg)

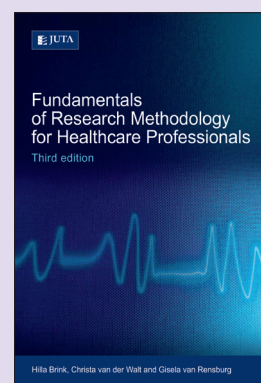
Fundamentals of Research Methodology for Healthcare Professionals examines the vital role research plays in the improvement of health sciences practices. This third edition of *Fundamentals of Research Methodology for Healthcare Professionals* has been completely revised and updated to incorporate the latest trends in research methodology and evidence-based practice. It details the steps involved in planning and undertaking a research project, from identifying and formulating the problem through to reporting findings. It underscores the importance of a clear understanding of research methodology and terminology in order to read research reports with the critical insight necessary to structure and implement evidence-based practice and to expand research further. This edition is certain to stimulate awareness of the myriad researchable and research-requiring questions encountered daily in health practice.



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Contents

Orientation to health sciences research • Research and theory • Ethical considerations in the conduct of health sciences research • An overview of the research process • Selecting or identifying research problems • The literature review • Refining and defining the research question or formulating a hypothesis and preparing a research proposal • Quantitative research • Non-traditional and qualitative research designs • Sampling • Data collection • Data quality • Data analysis • Research reports and report evaluation

Key Features

Clearly defined learning objectives to indicate the focus of each chapter • Chapter summaries to reinforce learning • Exercises to put the theory into practice • A practical, hands-on introduction to research methodology

About the authors

Christa van der Walt is Associate Professor in the School of Nursing Science at North-West University. *Gisela van Rensburg* is Professor in the Department of Health Studies at the University of South Africa. Christa and Gisela have extensive experience in tertiary education and research. They are indebted to the founding author of *Fundamentals of Research Methodology for Healthcare Professionals*, the late Professor Emeritus *Hilla Brink*.

Fundamentals of Social Research Methods

– An African Perspective

C Bless, C Higson-Smith & S Levy Sithole

Healthy societies can only be built on a realistic understanding of people and their world. The call for African solutions to the continent's problems demands an innovative pool of knowledgeable and skilled social researchers.

Fundamentals of Social Research Methods: An African Perspective draws examples from a broad spectrum of fields including agriculture, public health, social welfare, community development and regional planning. The material is compatible with social science methodology courses in sociology, economics, political science, psychology and education.

Contents

The different methods of acquiring knowledge • The scientific method applied to social reality • Research ethics • Problem conception and background information • The types of research • Research questions and variables • Participatory and action research • Research and community development • Project monitoring and evaluation • Research planning and design • Sampling • Data collection: Basic concepts and techniques • Ensuring the quality of data • Quantitative data analysis and interpretation • Qualitative data analysis and interpretation • Research findings and dissemination • Research management

Key Features

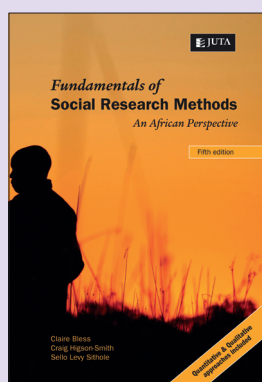
The fifth edition of *Fundamentals of Social Research Methods: An African Perspective* has been transformed to include a far broader set of research skills than previous editions. This edition includes qualitative, quantitative and mixed-methods research, as well as an extensive new section on the analysis of both quantitative and qualitative data.

Recommended for

This text is suitable for students and non-professional researchers who are interested in conducting social research, be they practitioners, community activists, government administrators, policy-makers or business people.

About the authors

Claire Bless studied psychology/genetic epistemology with J. Piaget at the University of Geneva, Switzerland. *Craig Higson-Smith* works as a researcher with special interests in the areas of war, civil conflict, peace, community intervention and traumatic stress. *Selly Levy Sithole* is associate professor in the Department of Social Work at the University of Limpopo – Turfloop campus.



5th edition 2013

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Growing the Next Generation of Researchers

– A handbook for emerging researchers and their mentors



L Holness (Editor)

This book arises out of the work of the Emerging Researcher Programme at the University of Cape Town and builds on the publication entitled *The Emerging Researcher: Nurturing passion, developing skills, producing output*, co-authored by John W. de Gruchy and Lyn Holness (UCT Press: 2007). Designed as a tool for emerging researchers and their mentors, this new volume provides strategies for research growth in areas such as understanding the relationship between teaching and research; obtaining higher degrees; producing peer-reviewed research output; generating and managing research funding; effective research planning; engaging in interdisciplinary research; and postgraduate supervision.

The book addresses three primary readerships. It speaks first to institutions, and the imperative for institutional support in promoting research among junior staff members, sometimes requiring a shift in mindset and a prioritising of resources in order to be competitive as higher education institutions on the national and global platform. Second, it addresses those responsible for the task of mentoring new, young or inexperienced academics in developing their research capacity and igniting enthusiasm. Third, it is directed to emerging researchers themselves, identifying the skills required to produce sustained, quality research, and discussing strategies to do so. The book will have relevance for those across the spectrum denoted by the term 'emerging' – from those new to academia to those whose development as researchers has for some reason been thwarted, and those who are approaching the stage of being recognised as established researchers.

In response to the demand for the first book from researchers in the broader African context, the new book takes into account topics and challenges that are relevant across the sub-Saharan continent.

Contents

Part 1: The place of research in higher education institutions

Introducing the section (include challenges facing institutions and researchers)

Chapter 1 – Locating research: Competing priorities • What kind of research? • Teaching and research • "Research led" • Institutional research management • Research management tools (e.g. Scopus; Research Professional Africa) • Capacity-building collaboration

Chapter 2 – Supporting research and researchers – creating a milieu for growth: Research mentoring • Research incentives • Fostering communities of practice

Chapter 3 – Research benchmarking: • Internationalisation (including quality control and rankings) • The South African National Research Foundation (NRF) rating system

Part 2: Welcome to academia: understanding the terrain

Introducing the section (including locating research both locally and globally, with reference to Part 1)

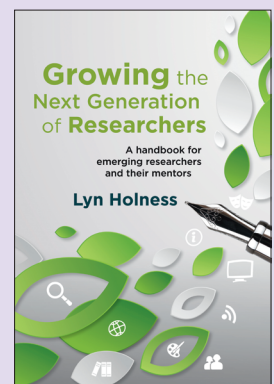
Chapter 4 – Research as part of the academic portfolio: Why research? • Universities are concerned with generation, communication (teaching, publishing, etc.) and application of knowledge • The teaching-research relationship • Becoming research-savvy (know what's required and available; plan well; assume responsibility; take initiative) • Cornerstones of the academic enterprise • Peer-review • Networking • Collegiality

Chapter 5 – Identifying a research focus: • Your research story • The place of primary research • Local need and individual passion • Socially responsive and responsible research • North-South and South-South discourses • Indigenous knowledge production and Africa-centred research • Availability of resources • Institutional agendas

Part 3: Developing a research profile

Introducing the section (coherence in research; developing research skills; include reference to research KPIs: higher degrees, peer-reviewed output, sourcing and managing external funds, successful Masters and PhD supervision, ad hominem promotions)

Chapter 6 – Tools of the researcher: an introduction: • Cultivate communication and writing skills • Plan ahead, manage time and anticipate needs • Academic dovetailing: teaching, research and other responsibilities • Integrity in research: ethical issues



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Chapter 7 – Getting research into the public domain: • Types and stages of research output • Creative (non-textual) output • Entering the publishing world • Engaging with theory and structuring an argument • Constructing an article (generic + discipline perspectives) • Evaluating written research: reviewing an article • Dissemination and impact (Choosing a journal and understanding Impact Factor and H Index; Open access publishing; Alternative metrics; Managing on-line presence)

Chapter 8 – The value of conferences: Why are conferences important? • Optimising attendance (preparation, presentation, feedback, post-conference)

Chapter 9 – Raising funds and managing grants: Identifying an appropriate funding agency and grant • Principles of grant-writing • Managing the grant

Chapter 10 – Sabbaticals and research visits

Part 4: Higher degrees: writing a thesis and supervising its production

Introducing the section (include rationale for dealing with writing and supervision together i.e. many emerging researchers both supervisors and students themselves; both perspectives relevant)

Chapter 11 – The PhD process

Chapter 12 – Supervision strategy: • Taking on a student • Relationships, roles, responsibilities and styles • Co-supervision

Chapter 13 – Thesis production and examination

Conclusion • Bibliography • Appendices

Recommended for

Emerging researchers, academics in universities, mentors and research policy-makers in Africa and other developing markets.

About the editor

Lyn Holness was Cluster Manager for Research Development and Manager of the Emerging Researcher Programme at the University of Cape Town until 2009.

Guide to Managing Research, A

W Fox & MS Bayat

A Guide to Managing Research balances theory and practice so that the researcher is equipped to resolve issues and solve problems utilising methodologies that will validate results. This useful, accessible guide not only balances theory and practice but focuses on both quantitative and qualitative research. It will be invaluable for undergraduate or graduate students, as well as practitioners.

Contents

The scientific method • Research topic and research problem • Literature review • Population and sampling • Qualitative research design and methodology • Quantitative research design and methodology • Data analysis and interpretation of results • Research proposals • Report writing



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Headstart in Designing Research Proposals in the Social Sciences

JG Maree & C van der Westhuizen

Contents

Phase I – The first three steps in preparing to write a research proposal: Select a focus and write your statement of purpose • Research questions • Preliminary literature review

Phase II – Drafting the research proposal: Orientation • Rationale • Statement of purpose or aim of the research • Working assumptions • Research questions • Theoretical and conceptual framework • Concept clarification • Research premises: delineating paradigmatic assumptions and perspectives • Research sites • Describing the sample and sampling strategy • Methodological considerations • Data analysis strategies • Quality assurance: data verification quantitative research • Possible contribution of your study • Your role as researcher • Ethical considerations • Delimiters of the study • Possible limitations and challenges of the study • Problems arising during the research • Proposed layout of the study • Proposed research schedule • References • Addenda • Designing a cover page

Writing a proposal for funding: Project information • Problem identification • Rationale and motivation • Research aims • Workplan (research activities) • Potential impact of your research • Potential impact on redress and equity • Potential outcomes of your study • Progress to date • Research outputs (progress to date • Co-investigator or supervisor outputs • Budget details • Concluding comments • References • Reading list • Addenda A and B • Index • Appendix

Key Features

Step-by-step guidelines to follow when writing a first research (or funding) proposal • Simple explanations of intricate concepts • Practical examples of actual research proposals that have been developed under the authors' guidance, on a CD • A template on CD that could be used for particular research proposals • A section on writing a proposal for funding • Sections on the triangulation and crystallisation of ideas, which few other textbooks cover • A section on referencing, figures and tables, and the use of bulleted points.

Jacketed Women

– Qualitative Research Methodologies on Sexualities and Gender in Africa

J Bennett & C Pereira (Editors)

This book explores a research methodology suited to carrying out in-depth case studies of the dynamics of gender and contemporary sexual cultures in Africa. The chapters cover broad-ranging issues and include questions about what it means to research topics that are unpopular or fraught with the sense of the taboo that underpins much work in sexualities and gender studies. Overall, the diverse pieces within the collection offer the opportunity to see qualitative research not as the 'poor cousin' of quantitative studies but as a zone which raises intellectual and political challenges.

Recommended for

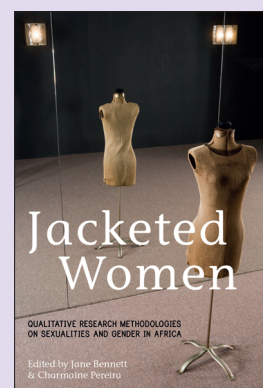
Academics and students of gender studies, social anthropology, human rights and public health, and NGOs working in these sectors.

About the editors

Jane Bennett is an Associate Professor, Director of the School of African and Gender Studies, Anthropology and Linguistics, and Director of the African Gender Institute based at the University of Cape Town, an eminent research organisation in this field. She has published many articles and book chapters in the areas of feminist theory, sexualities, gender and violence. Charmaine Pereira is the co-ordinator of the Initiative for Women's Studies in Nigeria, a leading research organisation. She is the author of a book on gender and higher education and writes on questions of citizenship, sexuality and rights.



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Marketing Research

J Wiid & C Diggines

Marketing research can be a daunting subject. The mere mention of inferential statistics or statistical significance causes many students' eyes to glaze over. This is largely because most texts spend too little time teaching students the basic concepts before plunging into the analysis of data and the associated mathematical formulae. In *Marketing Research*, now in its second edition, the authors provide a gentle introduction to the basic concepts of research. Only once students are sufficiently grounded in the foundational concepts does the text move to a more advanced level.

The second edition of *Marketing Research* will equip students with the skills necessary to plan and conduct basic marketing research projects in an efficient and effective manner, to meet the increasing demands for information in the business world.

Contents

Perspectives on marketing research • Overview of the marketing research process • Problem definition and research objectives • Research design and proposal • Collection of Secondary Data • Collecting primary data: qualitative techniques • Collecting primary data: surveys, observation and experimentation • Measurement and questionnaire design • Designing the sample plan • Conducting the investigation • Preparation and processing of primary data • Exploratory data analysis and hypothesis testing • Analysis of relationships with statistical techniques • The research report

Key Features

To help students, this book contains the following features: A simple layout that is easy to read • Learning outcomes at the beginning of every chapter • Text written in plain English • Definitions are highlighted to emphasise their importance • Clear diagrams and figures • Relevant and up-to-date case studies • Self-assessment questions • Summaries that highlight the key issues covered in each chapter.

About the authors

J Wiid and *C Diggines* are senior lecturers in the Department of Marketing and Retail Management at the University of South Africa.

Poor Numbers

– How We are Misled by African Development Statistics and What to Do About It

M Jerven

Existing data on income and growth in sub-Saharan African countries is unreliable, even seriously misleading. The author provides the first systematic analysis of the level, direction and causes of the errors, looking at a range of African countries, from Benin to Zambia. Jerven's research suggests that data supplied by national records and statistical offices substantially misstate the actual situation. As a result, scarce economic aid is misapplied, policymakers' attempts to improve their citizens' lives are frustrated, and donors have no accurate sense of the impact of their aid. Jerven explains what can and should be done to improve the guidelines for both the production and use of statistics.

Contents

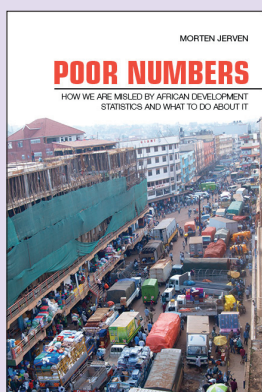
What Do We Know about Income and Growth in Africa? • Measuring African Wealth and Progress • Facts, Assumptions, and Controversy: Lessons from the Datasets • Data for Development: Using and Improving African Statistics • Conclusion: Development by Numbers • Appendix A: A Comparison of GDP Estimates from the World Development Indicators Database and Country Estimates • Appendix B: Details of Interviews and Questionnaires

Recommended for

Academic and students of statistics, economics, development studies • Policymakers • NGOs



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About the author

Morten Jerven, Assistant Professor of International Studies at Simon Fraser University in Canada, specialises in economic history. His doctoral research involved Botswana, Kenya, Tanzania and Zambia and his work on the post-colonial economic performance of these and other sub-Saharan countries has been published in a range of journal papers. The work is particularly innovative in investigating the construction of African growth data and showing how data quality issues are critical for the evaluation of economic performance. Currently Morten is working on linking the work on post-colonial economic development with the economic history of colonial Africa.

Research in Practice

– Applied Methods for the Social Sciences

M Terre Blanche, K Durrheim & D Painter

Over the past few decades there has been a major shift in research methodology – away from technician to more contextual and pragmatic approaches. This is reflected in a greater emphasis on interdisciplinary and applied research skills, the concurrent use of qualitative and quantitative methods, and a more sophisticated understanding of the epistemological grounding of research. *Research in Practice: Applied Methods for the Social Sciences* incorporates these new trends while also providing comprehensive coverage of the full range of established research approaches and techniques.

Contents

The research process: Histories of the present: Social science research in context • Doing an information search • Research design • Ethical issues in social science research • Putting design into practice: Writing and evaluating research proposals • Publish or perish: Disseminating your research findings

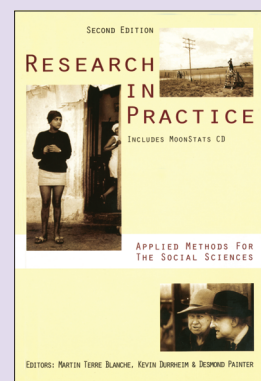
Quantitative research techniques: Generating quantitative data • Evaluating research design • Basic quantitative analysis • Jumping to conclusions: An overview of inferential statistical methods • Multivariate data analysis

Qualitative research techniques: Why qualitative research? • From encounter to text: Collecting data in qualitative research • First steps in qualitative data analysis • Lived experience and interpretation: The balancing act in qualitative analysis • Calling it a day: Reaching conclusions in qualitative research

Research in applied contexts: Jobs and careers in social science research • Programme evaluation • Participatory action research: A practical guide for realistic radicals • 20. Researching public policy • Research methods in clinical research • Assessment research • Standpoint methodologies: Marxist, feminist, and black scholarship perspectives • Post-modernism: A critical practice? • Post-colonial African methods and interpretation

Key Features

Lively text which incorporates new trends while also providing comprehensive coverage of the full range of established research approaches and techniques • Structured to facilitate systematic study of each phase of the research process in sequence • Aims to ground research methodology in terms of practical outcomes, and to equip students with applied technical know how and conceptual tools to evaluate and contextualise their work in terms of larger social and philosophical issues • A strong emphasis on practical examples drawn from the southern African experience • Richly supplemented by photographs, case studies, tips and checklists • Comes with the statistics program, Moonstats, on CD



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Research Matters

F du Plooy-Cilliers, R Bezuidenhout & C Davis

Research Matters is a text written for South African pre-graduate students. It diffuses typically dense content into easy-to-read chapters to guide beginners through each step in the research process. Examples and applications utilised in the text focus on research problems and objectives in South Africa which students can identify with.

Contents

What is research? • Research paradigms and traditions • Theory in research • From topic to research question • The aims of research • Formulating hypotheses • The research rationale • The literature review • Conceptualisation • Constructing arguments in research • Sampling • Quantitative data collection • Qualitative data collection • Action research • Quantitative data analysis • Qualitative data analysis • Validity and reliability • Ethics in research • Limitations, delimitations and recommendations • The research proposal • The research report • Referencing

Key Features

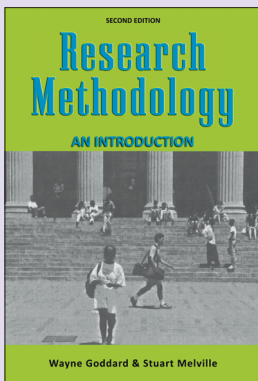
Cutting edge research and latest trends • Focus on qualitative and quantitative research • Extensive coverage on data collection, data analysis, interpretation and presentation • Ethics chapter • Technical guidance on research report writing

Recommended for

Undergraduate students in all disciplines.

About the authors

Dr Franzél du Plooy-Cilliers is Head of Faculty: Applied Humanities at the Independent Institute of Education. *Dr Rose-marié Bezuidenhout* teaches at Monash University and *Dr Corné Davis* is in the Department of Communication at the University of Johannesburg.



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Research Methodology

– An Introduction

W Goddard & S Melville

Research Methodology: An Introduction covers all facets of the research process, from finding a topic to disseminating the results. The subject is placed in the context of the academic scene and research needs in South Africa, and methodologies discussed include traditional modes of inquiry, research technology such as the Internet, and the role of oral tradition in the social sciences. In brief, the five parts of the book cover the following topics:

- Part 1: Getting started
- Part 2: Data and design
- Part 3: Statistical analysis
- Part 4: Research writing
- Part 5: Broader issues in research.

Key Features

- Includes discussion questions and exercises for those who want to use it as the basis for course instruction.
- Highly suitable for new researchers needing a guide for self-study.

Recommended for

Advanced undergraduate students • Postgraduate students • New researchers

About the authors

Wayne Goddard is a professor of Computer Science at the University of KwaZulu-Natal, Durban. *Stuart Melville* lectured in Computer Science at the University of Natal.

Writing a Research Proposal

– Practical guidelines for business students

P Msweli

Proposal writing can be challenging. *Writing a research proposal* takes the reader through the necessary steps in a clear and logical manner in order to demystify the process and to successfully bridge the gap between theory and practice. The eight chapters in the book focus on separate facets of the proposal writing process, with end-of-chapter tasks reinforcing and consolidating the chapter's key teaching points.

Contents

Definition and purpose of research proposals • Thinking and problem-solving skills for writing research • Writing logically sound arguments to convince proposal • Writing scholarly research ideas • Research approach • Writing the research proposal • Citation and documentation • Technicalities of writing

Recommended for

This book is aimed at students in master's and doctoral programmes in business schools. It can however be used successfully in other disciplines and by undergraduate students.

About the author

Professor Pumela Msweli teaches research methods and corporate governance at the Graduate School of Business Leadership (SBL) at the University of South Africa. Previously she taught at the University of the Witwatersrand and at the University of KwaZulu-Natal. Her areas of specialisation are research methods and quantitative research techniques.

Writing your first clinical research protocol

C Aldous, P Rheeder & T Esterhuizen

Students embarking on their first clinical research protocol are often daunted by the task at hand, particularly by the statistical terminology, concepts and the choice of appropriate statistical tests. The authors understand the difficulties and pitfalls students might encounter and have written an introductory text that will make writing that first protocol 'a breeze'. Beginning with a section entitled 'What's in it for me', which outlines the benefits of research, the text provides ideas and advice on topics such as finding the research focus, writing the proposal, considering ethical requirements, compiling a budget and writing the executive summary.

Key Features

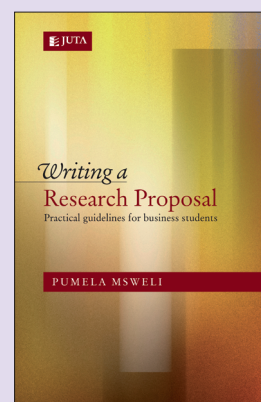
Written in an easy-to-read, conversational style for the novice researcher • Shows how to ask a focused question aimed at improving medical practice • Explains how to undertake a literature review and critically appraise the available literature • Demystifies the data analysis process, which results in the selection of the appropriate statistical test • Teaches the art of concise scientific writing to ensure the research is taken seriously • Provides guidelines on how to develop presentation skills when the opportunity arises to present the research findings

Recommended for

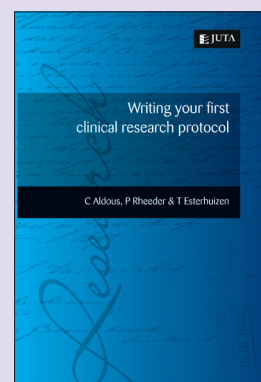
MMed students in any of the medical or allied medical disciplines.

About the authors

Dr Colleen Aldous is the Research Coordinator in the Office of Deputy Dean: Postgraduate and Research at Nelson R Mandela School of Medicine, University of KwaZulu-Natal. *Professor P Rheeder* is based at the School of Health Systems and Public Health, Faculty of Health Sciences, University of Pretoria. *Ms Tonya Esterhuizen* is a Biostatistician and senior lecturer for the College of Health Sciences, University of KwaZulu-Natal.



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