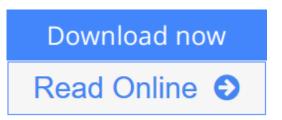


Practical Research Methods for Nonprofit and Public Administrators

By Elizabeth O'Sullivan, Gary R. Rassel, Jocelyn DeVance Taliaferro



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Organized around the four types of studies typically conducted by effective managers and programs, Practical Research Methods for Nonprofit and Public Administrators integrates traditional research methods topics with specific management applications. This unique text includes extensive end-of-chapter exercises highlighting the importance of qualitative methods and emphasizing practical skills managers should be able to easily and correctly apply.

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Review

"My biggest frustration in my Research Methods course is the lack of a textbook that provides the necessary content in a manner that students can relate to. The challenge then is to work, work, and work on driving home the main themes that I want students to retain. The O'Sullivan text conveys course material in a more readable form, focuses on important concepts rather than taking a broad brush approach, and offers a number of end-of-chapter exercises that really distinguish this text."

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