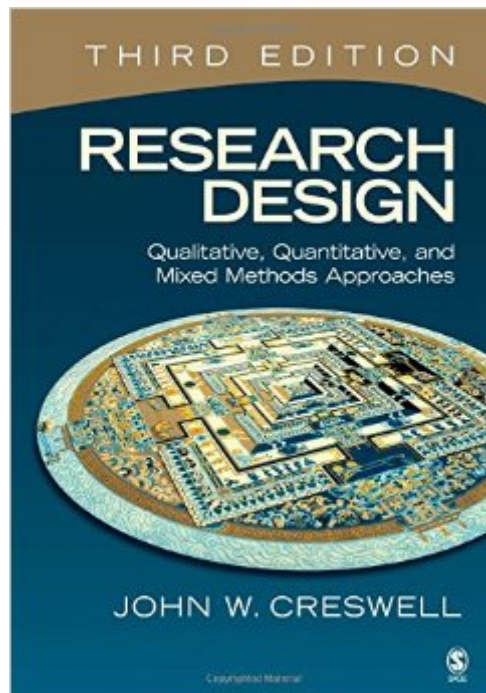


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Customer Reviews

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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