

## Conducting Research with Children *Design, Methods and Empirical Co*

This book is designed as a definitive guide to the process of researching with children. It is based on the knowledge of the author and summarises the seminal papers and salient issues. It provides real and up to date examples of research conducted with children – how they were planned, how they were achieved, how the data was collated and analysed to facilitate the process.

The book is clearly structured into three sections:

- What should be done before researching with children
- What should be done during the research
- What should be done once the research is completed

It will be a vital resource for students in Marketing and Social Sciences whose projects and dissertations involve children and adolescents. Equally it will be essential for researchers, managers and research supervisors in providing a checklist of what they MUST do in relation to research planning and execution.

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