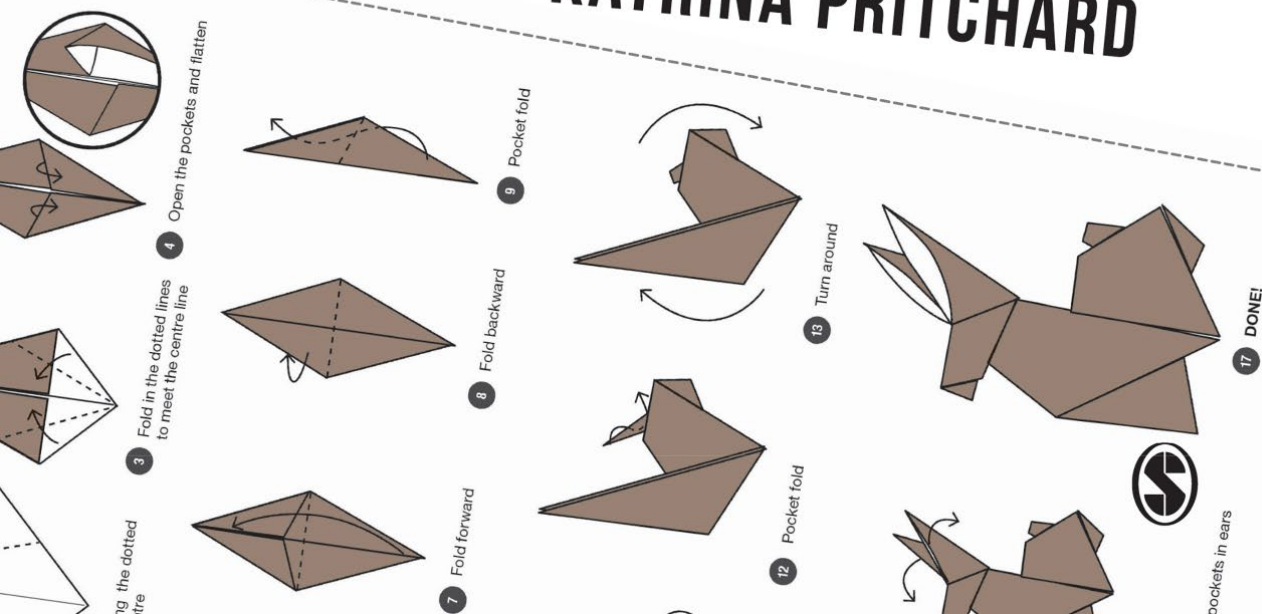


# COLLECTING QUALITATIVE DATA USING DIGITAL METHODS

**MASTERING**  
BUSINESS RESEARCH METHODS  
*Edited by*  
Lee, Saunders & Narayanan

*for* **BUSINESS** *and* **MANAGEMENT STUDENTS**

**REBECCA WHITING &**  
**KATRINA PRITCHARD**



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