



## Reflexive Methodology: New Vistas for Qualitative Research

*By Mats Alvesson, Kaj Sköldberg*

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In their overview of the problems of reflexivity and interpretation, Mats Alvesson and Kaj Sk[um]oldberg have provided an invaluable guide to this central aspect of research methodology. The authors review the major intellectual streams; discuss the development of a reflexive methodology; and show how culture, language, selective perception, and ideology all, in complicated ways, permeate scientific activity. They make explicit the links between techniques used in empirical research and different research traditions, making possible a theoretically informed approach to qualitative research.

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#### Review

'**Reflexive Methodology** is a textbook indispensable to any young researcher. It does not tell its readers how to do research. It does something much more important: It shows how research has been done in the qualitative tradition, thus encouraging the readers to make their own choices' - *Barbara Czarniawska, Goteborg University*

'I would go so far as to argue that this book should be on the reading list of all social scientists and philosophers with an interest in the theory and practice of research' - *Prometheus*

#### About the Author

Mats Alvesson holds a chair in the Business Administration department at Lund University in Sweden and is also part-time professor at University of Queensland Business School. He has done extensive research and published widely in the areas of qualitative and reflexive methodology, critical theory, organizational culture, knowledge work, identity in organizations, gender, organizational change, management consultancy etc. He has published 20 books with leading publishers and hundreds of articles, many of which are widely cited and used on higher levels in university education.

Kaj Sköldbberg is Professor emeritus in Business Administration at the School of Business, University of Stockholm, Sweden. Research interests include the philosophy of science, social power, social identities, organization science, management science, complexity science, and the poetics of organizations. Published books include *The Poetic Logic of Administration. Styles and Changes of Style in the Art of Organizing* (2002), *Tracks and Frames. The Economy of Symbolic Forms in Organizations* (2002), and *Maktens många ansikten* (2014).

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