

# **The Long Interview (Qualitative Research Methods) By Grant McCracken**

**By Grant McCracken**

**ISBN 9781412982672 - BUNDLE: McCracken, The Long -**

Focus Groups as Qualitative Research by Mccracken et al at over 30  
McCracken, The Long Interview Author: Dr. Grant Mccracken; David L.  
Morgan Year

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The long qualitative interview has many special virtues. Managing  
Qualitative Research; Conclusion; Grant McCracken;

**Grant McCracken, Ph.D. | Psychology Today -**

Grant McCracken is an anthropologist (Ph.D., University of Chicago).  
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Association for Consumer Research, 121-124. McCracken, Grant (1988d), The Long Interview: A four-step method The Nature of Qualitative Research on

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