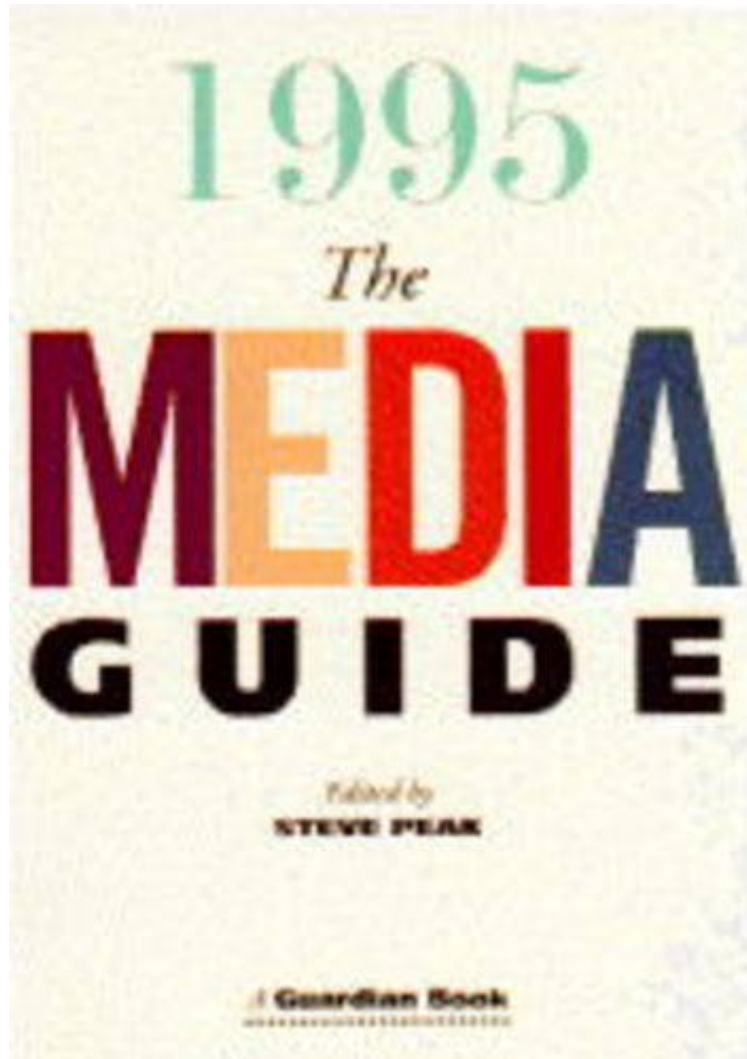


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## Interpreting Interviews

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**Mats Alvesson : Interpreting Interviews** before purchasing it in order to gage whether or not it would be worth my time, and all praised Interpreting Interviews:

This text offers a critique of traditional interviewing practices and provides a framework for thinking about issues such as trustworthiness, identity, and language in a conceptual rather than technical context, allowing you to develop your own reflexive practice. The research interview is in with the brick and mortar of qualitative research, and is one of the routine methods of obtaining knowledge of individuals, groups, and organizations. Through the use of eight original metaphors drawing on trends in language, subject, and discourse, this cutting-edge text will encourage you to question

the interpretive nature and theoretical underpinnings not only of your interview method, but of the knowledge which is conveyed through it.

I would recommend this book to postgraduates and experienced scholars...Alvesson has certainly made me (re)consider the interviews I have completed and how/what I'll do in the future. Some of his reasons have been acknowledged elsewhere, but this book presents the interview act more fully and comprehensively than any I've read. Brian T. Garity's *The Qualitative Report* is very useful for all kinds of interview practitioners/researchers offering them a rich theoretical framework for conducting and interpreting interviews. Stanislava Yordanova Stoyanova's *Methodspace* is also excellent. 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.