



# The Research Methods Knowledge Base, Second Edition

By William Trochim

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## **The Research Methods Knowledge Base, Second Edition By William Trochim Bibliography**

- Sales Rank: #2058891 in Books
- Brand: Brand: Atomic Dog Publishing
- Published on: 2001-08
- Original language: English
- Dimensions: 10.75" h x 8.50" w x .75" l,
- Binding: Paperback
- 363 pages



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#### **About the Author**

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William M.K. Trochim is a Professor in the Department of Policy Analysis and Management at Cornell University. He has taught both the undergraduate and graduate required courses in applied social research methods since joining the faculty at Cornell in 1980. He received his Ph.D. in 1980 from the program in Methodology and Evaluation Research of the Department of Psychology at Northwestern University.

Trochim's research interests include the theory and practice of research, conceptualization methods (including concept mapping and pattern matching), strategic and operational planning methods, performance management and measurement, and change management. He is the developer of The Concept System® and founder of Concept Systems Incorporated. He lives in Ithaca, New York with his wife Mary and daughter Nora.

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