

# The User Is Always Right A Practical Guide To Creating And Using Personas For The Web

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playwriting offers a practical guide to the creation of text for live performance it contains a wealth of exercises for amateur and professional playwrights usable in a range of contexts the book works as a step by step guide to the creation of an individual play a handy resource for a teacher or workshop leader a stimulus for the group devised play the result of Noël Greig's thirty years experience as a playwright actor director and teacher playwriting is the ideal handbook for anyone who engages with playwriting and is ultimately concerned with creating a story and bringing it to life on the stage

this new edition of nick moore s highly successful how to do research offers an accessible guide to the complete research process it focuses on the day to day requirements of project managing a piece of research right through from the formulation of the initial idea to the development of a research proposal and then to the writing up and disseminating of results updated throughout it also contains new and expanded sections on in house research the use of sub contractors and market research companies the use of the internet as a research tool and ethical issues the book provides practical help and guidance to anyone undertaking academic or social research whether through work or study part one of the book follows a step by step guide to the research process itself develop the research objectives design and plan the study write the proposal obtain financial support for the research manage the research draw conclusions and make recommendations write the report disseminate the results part two offers an introduction to some of the more common research methods and takes the reader through the processes of collecting and analysing data including sampling surveys interviewing focus groups and capturing data readership this book offers a wealth of invaluable guidance to both new and experienced researchers presented in a clear simple style it is ideal for professionals undertaking research and the evaluation of services for undergraduate and postgraduate students undertaking dissertations and other research projects and as an introductory text on research methods courses in any social science discipline

this much needed book provides a practical and comprehensive guide to achieving a phd by published work it provides an honest assessment of the pros and cons of various routes and helps readers to select the pathway that is right for them it demystifies key processes and aspects of the award such as navigating regulations writing a synthesis and preparing for a viva and provides a wealth of guidance on how to maximise the impact of your published work each chapter is enriched with activities questions and advice from those who have successfully completed the award to help readers get the most out of their doctoral experience this text will be invaluable to researchers and academics of all disciplines pursuing a phd by published work

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