In recent years, and in the wake of the methodological bottleneck increasingly facing academics and practitioners, calls for designing robust and insightful research approaches have never been clearer, particularly in terms of the challenges that non-quantitative researchers face in the academic environment. This book offers a fresh approach by exposing and challenging readers to look beyond pervasive scientific obsessions. Friedman (2000) recognised that “…there is a deeply ingrained tendency to think in terms of highly segmented, narrow areas of expertise, which ignores the fact that the real world is not divided up into such neat little bits” (p. 24). Smashing the prevailing conventions, which were privileged and black-boxed in quantitative “mystery variables,” leaving the breadth of qualitative intellectual discourse to journalism. This book suggests that thinking critically is something that not only resides in the higher echelons of positivistic perspectives. Rather, it suggests that critical approaches also involve social and practical phenomena. Research knowledge of a complex phenomenon requires a thorough understanding of stakeholders, which introduces different and enriched perspectives. This book views research methods from a number of different standpoints to develop the art of critical thought. Howell (2013) suggests that thinking is not simply about the pursuit of received doctrines and systems; rather, it requires the individual to challenge one’s own thoughts and the prejudices and traditions one inherits through experience. The book uses multiple perspectives to contribute to intellectual and methodological richness. Each chapter contains a set of difficult questions which challenge the design and planning of research. I would say that the timing of this book could not be better, and the recognition and blending of multiple trajectories of research techniques (thus concomitant to quantitative and qualitative engaged philosophical underpinnings) is offered as a timely addition to methodological debate. It is these kinds of issues and considerations that the contributing authors aim to provide insight to.

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