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The contributors to this book explore the role and importance of qualitative, interpretist research in the dynamic field of enterprise. They establish the link between the innovative nature of small enterprise and the need to utilise research methodologies, which are themselves innovative. The book highlights the fact that enterprise research has the advantage of sufficient youth as a research discipline to permit a wide scope for new and innovative research studies. Probing this unexplored terrain therefore requires exploratory research methods supported by inductive research techniques. These methods and techniques are examined in detail: topics covered are diverse, ranging from a review of quantitative research methodologies and the integration of methodological philosophies and approaches; to the application of two novel analytical techniques. Convergent interviewing, action research, case research and marketing research for isolated SMEs are all also explored in depth. This book will provide academics, researchers and students with a cohesive body of material on the use of interpretist research techniques in all areas of enterprise research.