a way that defeats the purpose for which the privilege was originally granted. As Drahos puts it:

> Holders of intellectual property privileges are subject to those duties that maximise the possibility that the purpose for which the privilege was first enacted is achieved.

The dilemma of course remains as to how to ensure or motivate the responsible exercise of the power that confers privilege in the free market global economy.

This publication has much to offer students, scholars and practitioners of law, philosophy, economics and sociology in reaching a broader understanding of the dimensions of intellectual property. In the digital corporate communication age the possibilities for empirical research of the type to which the author refers would appear to be limitless. Whatever these possibilities Drahos has provided a philosophical set of signposts from which future directions may usefully be shaped.

The multitude of regulatory issues posed by the development of intellectual property in the digital age requires a more deliberative analysis of the underlying theory effecting real world outcomes in the global economic market. Drahos sets the foundation from which to appreciate the need for a well-articulated conception of the public purpose and the role of intellectual property law in fulfilling that purpose. He has produced a work of great insight into our regulatory systems and the underlying value systems we adopt to shape our social, political and economic reality. By increasing awareness of how these values are derived, and currently operate within the framework of intellectual property law, Drahos has made a unique and worthy contribution to a significant area of debate of relevance to the international community.

A Philosophy of Intellectual Property sensibly avoids any attempt to prescribe a general theory for the treatment of the many manifestations of current intellectual property rights and interests. This the writer makes expressly clear. The book does attempt, however, to provide directions for theory building in the future. In this Drahos has succeeded admirably.

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Business Research Through Argument

Mike Metcalfe

Boston, Dordrecht, London, Kluwer Academic Publishers, 1995, 152 pp., US$103.00, ISBN 0 7923 9616 2

Finding a research methods book that is able to diminish, rather than increase, the anxiety of students in the tentative stages of research suggests itself as a worthwhile resource for any library. The goal of Mike Metcalfe's book entitled *Business Research Through Argument* is to do just that by orientating his research students to the ultimate purpose of their inquiry: gaining the approval of a knowledgeable audience. The need to explicitly state what appears as a truism of academic research arises from the confusion of his students who, Metcalfe claims, have been distracted from this fundamental goal. He attributes this confusion to the emphasis given by many manuals in research methods to the scientific method, which he states is unwarranted. In the case of Business Studies, Metcalfe maintains that scientific method is just one of many techniques of evidence *collection* and encourages the reader to engage in reasoned argument through which evidence is given meaning. The benefits of such an approach are worthwhile:

instead of being initially sidetracked by the need to understand the jargon associated with scientific method, Metcalfe asks his students to initially consider the question, 'what is your argument and what evidence do you intend to present in support of your argument?'. In answering these questions, Metcalfe finds that his students are not only better able to clarify how they will accomplish their project but most importantly, are more attentive to clearly communicating their argument to a wider audience.

Metcalfe organises his text by attending to three main tasks. The first is to raise questions about the sufficiency of the scientific method as a strategy guaranteed to elicit incontrovertible 'truth'. His second goal is to argue that argument has historically been at the core of research and should continue to be so. Metcalfe then concludes with practical suggestions in forming argument structure and collecting evidence (commentaries, interviews and questionnaires). The book is 152 pages long, including the bibliography and index—short enough for those with little time on their hands to digest in one or two sittings.

Metcalfe devotes the first two chapters to undermining the claimed efficacy of the scientific method. In the first chapter, Metcalfe investigates the notion of objectivity and its association with the scientific method. He cites studies in which scientists are shown to be subject to the same temptations and pressures common in other areas of human endeavour. Thomas Kuhn's work on scientific revolutions is used to point out that objectivity has limited relevance during times of significant change and when the careers of individuals are at stake. To underline the point further, Metcalfe devotes 10 pages to describing instances of scientific bigotry and fraud. He concludes by stating that the objectivity is best thought of as a group objective rather than an individual one and its achievement depends on the interest, discussion and judgement of knowledgeable peers and seniors. In support of this contention Metcalfe cites a notable proponent of the scientific method, Karl Popper. Interestingly, Popper, being concerned at the lack of objectivity in scientific research under Nazism in Germany and Communism in the USSR, argued that personal bias and ideology are best expunged through the scrutiny of a wider audience.

Metcalfe moves on in Chapter 2 to distinguish between research of physical and social phenomena. Metcalfe accepts that strategies from the scientific method, such as ensuring measurement is not affected by the presence of the observer or breaking down complex problems into their constituent parts, have been successful within the context of the physical sciences. However, as the heading of this chapter declares, 'People Ain't Molecules'. He maintains that much social research is reliant on dialogue between the researcher, the subjects and their relationships to the physical and social environments (in both an historical and cultural sense) to allow the kind of separation and segmentation that occurs in the scientific method. Turning his attention to the debate over the relative merits between positive and interpretive social research, he initially takes issue with the institutionalisation of statistics within some sections of the social sciences. Again, he is not claiming that the study of statistics is of no value, but rather that statistics represent but one of many techniques for gathering and interpreting evidence. While conceding that '... when things need counting they should be ...' (p. 25) there are obvious limits to the appropriateness of this strategy—as revealed in the quotation from May that he uses, '... [t]o a good [statistical] approximation, all species are insects ...' (p. 24—brackets in original). In addressing what he sees as the controversies between the social sciences and the humanities, Metcalfe notes that there is a considerable degree of cross-fertilisation of methods thereby making it difficult to separate the two areas of social research on the basis of methodologies. All of this adds up to a confusing picture for the uninitiated. Metcalfe's response is to assert that the research question (the argument) and the need

to convince a knowledgeable audience should guide the researcher rather than a dogged attachment to one particular method.

In Chapter 3, Metcalfe begins to engage his reader in the process of developing and using argument as a strategy for research. Metcalfe initially asks his readers to lay aside notions of theory, propositions, inductive–deductive loops, thesis, hypothesis and so on and concentrate on the questions '... " *What is your argument?", "What evidence will you present in support of your argument?"* ...' (p. 39). Metcalfe uses the analogy of a court of law to further develop this understanding. He contends that a sceptical audience is most likely to be won over by an eclectic mix of evidence pointing to the one conclusion rather than evidence derived from one method or experiment.

Chapter 4 deals with the topic of argument structure. Metcalfe likens this to 'packaging' the argument and evidence in an attractive manner. While development of the argument structure requires a logical plan to assist the reader in understanding relationships within the evidence, Metcalfe also emphasises the need for writers to maintain the reader's interest through surprise, teasing questions and the like. The remaining three chapters are concerned with covering the basic principles usually associated with qualitative research. Chapters 5 is devoted to discussing the role and uses of commentaries in argumentation while Chapters 6 and 7 contain good advice on the subject of conducting interviews and questionnaires, respectively.

While the discovery of typographical errors normally doesn't warrant specific comment in a book review, the number noted in this book does. In places, the text has the appearance of an unchecked draft. This is a pity because the frequency of these errors does tend to detract from the book's overall quality and message. The expectation is that these errors will be corrected in future editions. The necessity for proof-reading emerges as another important, though tacit, issue which the book reveals.

Metcalfe's book is an excellent reference for those students having difficulty getting their research started. By challenging assumptions concerning the scientific method, he assists his readers to determine what from their current knowledge represents baggage that should be kept and what should be jettisoned. One could imagine a similar problem in other areas of research besides Business Studies. For example, a need could conceivably exist in the social study of technology where there is a requirement to undertake interpretive research in an environment dominated by the scientific method. By orientating the researcher's mind to what they really want to say and how they are going to say it, Metcalfe provides them with the confidence to venture into such areas. In terms of recommending a research methods text to new researchers, *Business Research Through Argument* by Mike Metcalfe represents a very safe choice.

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Managing Knowledge: Experts, Agencies and Organizations

Steven Albert and Keith Bradley

Cambridge, UK, Cambridge University Press, 1997, xi + 215 pp., AU$31.95 (pbk), ISBN 0 521 598877

Albert and Bradley offer an account of the changing nature of employment relations from the point of view of the expert worker. They argue that accounts of labour markets