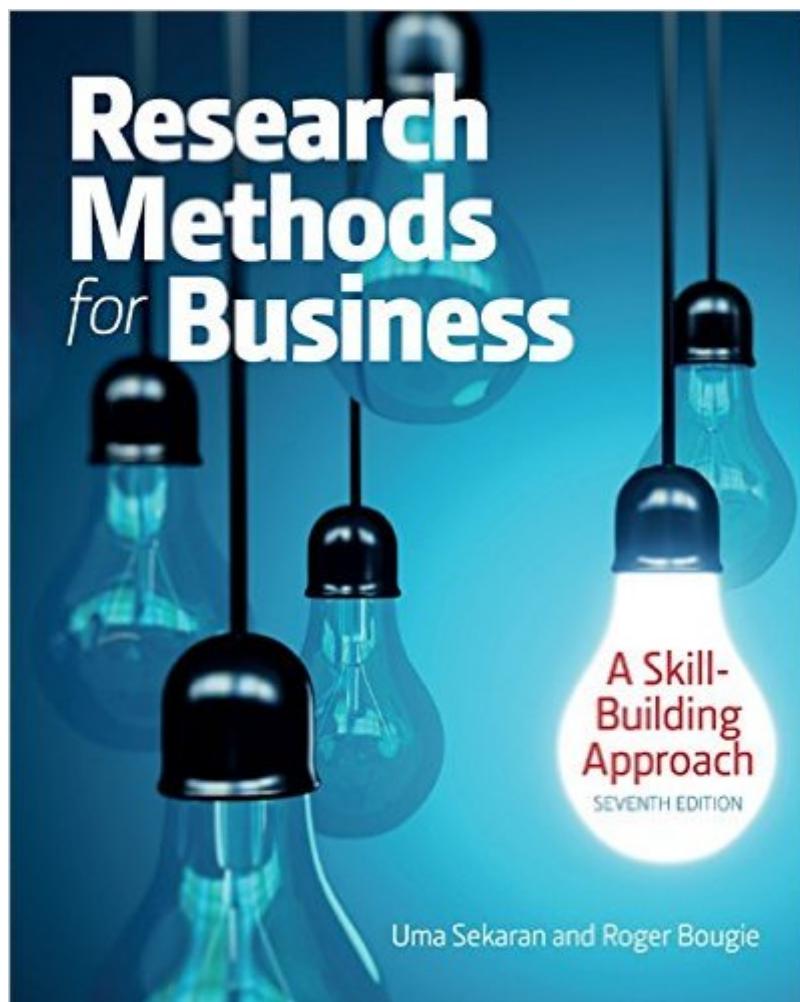


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# Research Methods For Business: A Skill Building Approach



## Synopsis

Research Methods for Business: A Skill-Building Approach is a concise and straightforward introduction for students to the world of business research. The skill-building approach provides students with practical perspectives on how research can be applied in real business situations. Maintaining Uma Sekaranâ™'s popular and accessible style of writing, Roger Bougie draws upon his extensive experience in the field to present an up-to-date guide on business research which is ideal for aspiring managers. The seventh edition has been fully revised and updated to include cutting-edge examples and enriched pedagogical features designed to improve student learning outcomes. There is now an increased emphasis on the relationship between the scientific and the pragmatic approaches to research, while the key concepts are explored and applied to real-life research throughout the book.

## Book Information

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## Customer Reviews

The way the information is presenting is lacking in depth. The descriptions and explanation are very vague. I could read a chapter and still not have a full understanding of the topic. Also, the index is horrible. There are key words throughout the chapters that aren't in the index, makes for a lot of page flipping. I'm not sure why this text is used by my school.

if you're new to research, this is for you. read this and write better research papers!if you have an idea of how to write a paper, pass on it. nothing new here. for me, it was nothing new and summarized things i already knew. not great for a grad level class but the bee on the cover is a cute

addition.seriously, how do they choose such random cover pictures?"next year, we're putting a bear. after that, a picture of a slinky and some GAK."

Great information in the book. Got it in good condition as a rental and it got me through the course. As a student at Embry-Riddle Aeronautical University majoring in Aeronautics, I didn't appreciate the subjective and business oriented demeanor of the text. Additionally it seems like the authors were just to wordy and ended up over-complicating simple subjects. If you need this book for class, renting it (IMO) is the way to go.

This book does have not page numbers for the iPad app. If you have assigned reading or are told to refer to what ever page for an example, you cannot go to the page. Terrible feature.

I am doing quantitative analysis, which this book goes into in real detail. It simplifies things other books I have read that either make things sound overly complicated or do not go into enough detail about. I would highly recommend this book to Masters and PhD students, as well as those performing research consultancy for businesses. Definitely a keeper!

The book arrived in excellent condition and shipping was fast! This text is not as good of a teaching aid as I would have hoped for. It's a required college text. Statistics course knowledge is necessary in order to understand all of the concepts in the later chapters.

Came in excellent use for my online class that only offers ebooks! I like a physical book rather then a ebook, this book has been my savior for my class!

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