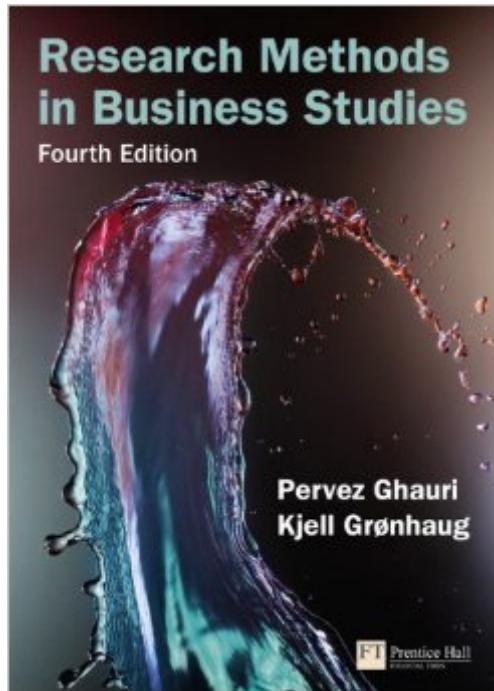


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# Research Methods In Business Studies (4th Edition)



## **Synopsis**

A concise, clear and comprehensive introduction to research methods, which equips students with a systematic approach to business research. Written in an accessible style, this book demonstrates the importance of a scientific approach to business research and problem-solving projects. It shows students how to formulate a problem, choose a research method, argue and motivate, and how to collect, analyse and present the data. The following online resources support the text: For Instructors: PowerPoint slides

## **Book Information**

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## **Customer Reviews**

It is a clear outlined book with all the features of methodology you need. The authors elaborate about each subject in an understandable way. It is a good guideline for writing (doctoral) thesis or other academic paper. They focus mainly on qualitative research but also the quantitative part is touched upon. If you are stucked during your writing proces this book can help, it give explicite examples how to handle things.

Despite references to graduate research usage, this is really an undergraduate-level introductory guide to business research methods. While it is written with a clean layout and in a 'modern' style - good fresh illustrations of the major points, enough diagrams to break up the text, etc - it is just too superficial to be a core text for a doctoral research methods course. For the steep price - currently

\$68 in paperback on - there are better choices available - e.g. the text by Saunders et al. [http://www..com/Research-Methods-Business-Students-Saunders/dp/0273750755/ref=dp\\_ob\\_title\\_bk](http://www..com/Research-Methods-Business-Students-Saunders/dp/0273750755/ref=dp_ob_title_bk).

One of the best books in Research Methods. Very concise and to the point. Gives you overview of research methods in very easy to understand language with lots of simplistic examples. I am using this book as a reference for one of my Doctor of Business Administration classes and students are loving it. Excellent book and a must have!

Good theory...not many examples....very basic....Professor prescribed this for class but used it only as a supplement text.

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