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present a clear guide to the basics of methodology in a business and management context this extremely accessible book is informed throughout by the use of clear case studies and examples that serve to bring the research process to life for student readers unusually for a methods text wilson also explicitly considers the importance of the supervisor in the dissertation process and explains for the reader what lecturers are looking for from their students at every stage of the process in a good research project this book aims to guide the student through the entire research process by using actual student case examples and explaining the role of the supervisor and how to meet their expectations key features include you re the supervisor sections helps students to meet their learning outcomes common questions and answers provides students with an invaluable point of reference for some of the challenges they are likely to face while undertaking their research project comprehensive section on ethical issues students need to consider when undertaking their research project a full student glossary the book is packed throughout with student friendly features such as helpful diagrams student case studies chapter objectives annotated further reading sections and summary and references at the end of each chapter essentials of business research is accompanied by a companion website containing an array of material for lecturers and students including multiple choice questions to enable students to test their knowledge and progress chapter by chapter links to academic journal articles demonstrating each method s application chapter by chapter links to youtube resources to provide further context chapter by chapter powerpoint slides to help lecturers and students

this best selling text continues in its seventh edition to provide the most current and comprehensive coverage of business research its student friendly design contains numerous examples illustrating real world research in management marketing finance accounting and other business areas business research methods 7e is the ideal text for undergraduate and first year mba courses in marketing management or quantitative studies

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essentials of business research methods provides an accessible and comprehensive introduction to research methods and analytical techniques for business students the authors offer a straightforward hands on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions covering both qualitative and quantitative analysis the book explores critical topics including ethics in business research privacy matters data analytics customer relationship management how to conduct information gathering activities more effectively in a rapidly changing business environment and more this fifth edition has been fully updated throughout covering emerging technologies such as machine learning and blockchain technology as well as expanded coverage of secondary data using examples from around the world a realistic continuing case used throughout the book applied research examples and ethical dilemma mini cases enable upper level undergraduate and postgraduate students to see how business research information is used in the real world this comprehensive textbook is supported by a range of online resources including an instructor s manual powerpoint slides and a test bank

this revised edition of the book offers a comprehensive understanding of various research methods crucial for business and academic pursuits aligned with nep 2020 it transforms extensive teaching and industrial experience into a user friendly textbook providing practical and relevant examples to facilitate learning the text is designed to be accessible for both undergraduate and graduate students making it suitable for those majoring in human resources marketing finance and other specializations by including visual aids like flow charts diagrams and images the book ensures easy comprehension and recall of complex research concepts in addition to covering all aspects of business research including statistical techniques and multivariate analysis the book emphasizes the practical application of research in real world business scenarios each chapter features an apply to business section presenting short stories that demonstrate the relevance of research topics in decision making processes the inclusion of ethical guidelines and dedicated exercises such as revision questions and class activities further enhances the reader s understanding and application of business research principles this book serves as a vital resource for business managers aspiring students and researchers seeking to develop a deep and practical understanding of business research

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