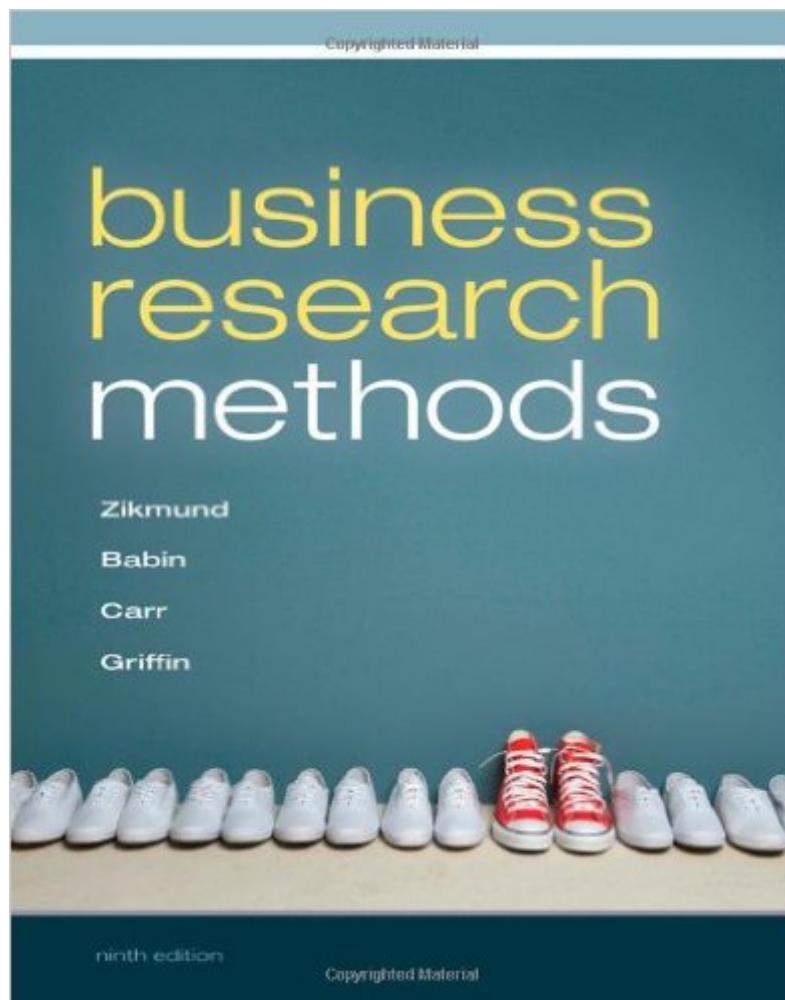


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# Business Research Methods (with Qualtrics Printed Access Card)



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This best-selling text continues in its ninth 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, 9E, is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

## **Book Information**

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I had quick review on the book and I read first chapter. I can certainly tell that this book is real amazing in the way describing the process, importance, methodology and step by step of conducting a business research. The book is good for academic people as well as researchers in the field of the market.

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