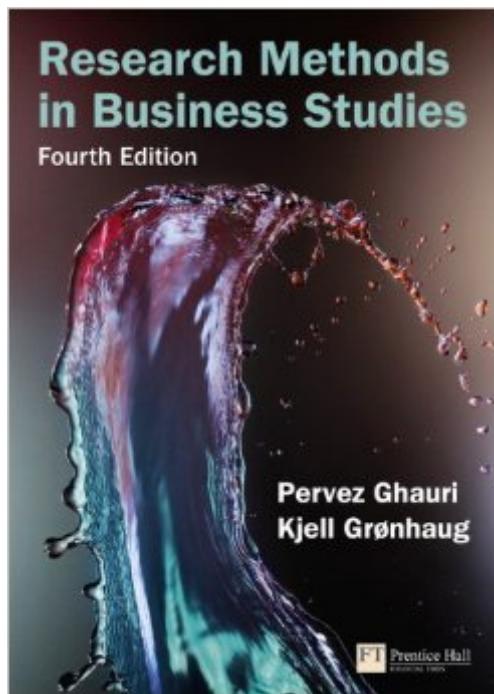


The book was found

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

Series: Research Methods in Business Studies

Paperback: 288 pages

Publisher: Pearson; 4 edition (September 18, 2010)

Language: English

ISBN-10: 0273712047

ISBN-13: 978-0273712046

Product Dimensions: 6.7 x 0.8 x 9.4 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (8 customer reviews)

Best Sellers Rank: #218,526 in Books (See Top 100 in Books) #44 in Books > Business & Money > Processes & Infrastructure > Research & Development #70 in Books > Business & Money > Skills > Business Mathematics #270 in Books > Business & Money > Management & Leadership > Strategy & Competition

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.

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.

[Download to continue reading...](#)

Research Methods in Business Studies (4th Edition) Nursing Research: Methods and Critical Appraisal for Evidence-Based Practice, 8e (Nursing Research: Methods, Critical Appraisal & Utilization) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) Analysing Quantitative Data for Business and Management Students (Mastering Business Research Methods) Business Research Methods, 12th Edition Essentials of Business Research: A Guide to Doing Your Research Project Business Research Methods (with Qualtrics Printed Access Card) Essentials of Business Research Methods Research Methods for Business Students, 7th ed. Research Methods For Business: A Skill Building Approach Business Research Methods Research Methods for Business Students Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Effective Teaching Methods: Research-Based Practice (8th Edition) The Research Methods Knowledge Base, 3rd Edition Essentials of Research Methods for Criminal Justice (3rd Edition) Action Research: A Guide for the Teacher Researcher (4th Edition) Dental Public Health and Research (4th Edition)

[Dmca](#)