



Business Research: A Practical Guide for Undergraduate and Postgraduate Students (Paperback)

By Jill Collis, Roger Hussey

Palgrave MacMillan, United Kingdom, 2014. Paperback. Condition: New. 4th ed. 2014. Language: English . Brand New Book. Now in its fourth edition, this is a hands-on and straightforward core textbook in business research methods. Combining a clear and succinct style with a beautifully presented text design, this textbook delivers the fundamentals of business research in a highly accessible manner. It provides balanced coverage of both quantitative and qualitative methods and supports students throughout the entire process of business research, from reviewing the literature to writing up results. Practical advice is combined with strong academic rigour to provide students with a comprehensive grounding in research methods. In this way, they can decide on the most efficient and appropriate way of collecting, analysing and presenting data. Written by a highly experienced author team, Business Research will be an essential resource for students taking modules in research methods on undergraduate, postgraduate and MBA courses. The user-friendliness of the book also makes it highly suitable for independent study.

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