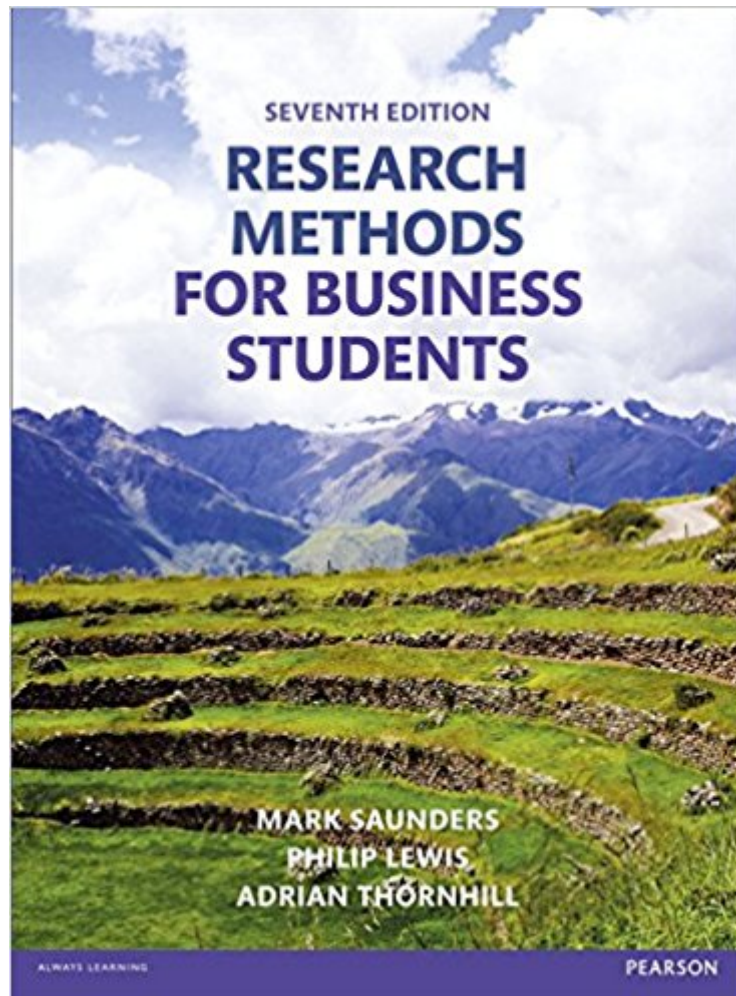




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Research Methods For Business Students (7th Edition)



Synopsis

Research Methods for Business Students has been fully revised for this seventh edition and continues to be the market-leading textbook in its field, guiding hundreds of thousands of student researchers to success in their research methods modules, research proposals, projects and dissertations. So, if you're thinking . . . 'How do I choose my topic?' 'I'm confused by all these different philosophies' 'I need to collect my data; what do I do first?' 'When and what do I need to write?' . . . then, open this book to discover: Regular checklists and Progressing your research project sections to give you step-by-step practical guidance on the process A glossary of clear definitions for 600 research terms Cases and examples of students' and academics' research and topical news articles illustrating research in practice Detailed chapters on choosing your topic, reviewing the literature, understanding philosophies, research design, access and ethics, secondary data, data collection and analysis, and writing about and presenting your research Don't forget to visit www.pearsoned.co.uk/saunders where you can use online tutorials on research software, such as IBM SPSS Statistics and NVivo, test yourself with hundreds of multiple choice questions, analyse over 60 further case studies, and learn how to search the Internet more efficiently and effectively with our Smarter Online Searching guide! Start your project with confidence and complete it with success! Mark Saunders is Professor of Business Research Methods at The Surrey Business School, University of Surrey. Philip Lewis was a Principal Lecturer and Adrian Thornhill was a Head of Department, both at the University of Gloucestershire.

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 So, if you're thinking . . . 'How do I choose my topic?' 'I'm confused by all these different philosophies' 'I need to collect my data; what do I do first?' 'When and what do I need to write?' . . . then, open this book to discover: Regular checklists and Progressing your research project sections to give you step-by-step practical guidance on the process A glossary of clear definitions for 600 research terms Cases and examples of students' and academics' research and topical news articles illustrating research in practice Detailed chapters on choosing your topic, reviewing the literature, understanding philosophies, research design, access and ethics, secondary data, data collection and analysis, and writing about and presenting your research Don't forget to visit www.pearsoned.co.uk/saunders where you can use online tutorials on research software, such as IBM SPSS Statistics and NVivo, test yourself with hundreds of multiple choice questions, analyse over 60 further case studies, and learn how to search the Internet more efficiently and effectively with our Smarter Online Searching guide!
 Start your project with confidence and complete it with success!
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Very good book for persons who never did a research project before like myself. I learned a lot. It may not be the most exciting book I ever read, but I slowly read it to digest the information and it was well worth the effort. On another note the book arrived earlier than expected.

The three books: Research Methods for Business Students by Saunders et al., Business Research Methods, 8th Edition by William G. Zikmund et al., and Business Research Methods for Business Students (7th Edition) by Donald Cooper et al. complement one another in many good ways. The coverage of each is different from the others which is good. All three books are written in a straight forward and accessible style.

Excellent resource for my MBA studies. I would highly recommend it.

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A must for research students

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