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Business Research: Enjoy Creating, Developing And Writing Your Business Project



Synopsis

A student-led guide, *Business Research* is for student researchers who need to conceive, conduct, and complete a new research project for the first time. Rather than looking at business research as a scientific set of procedures, Ng and Coakes concentrate on the business organization and give practical advice on going out into the field and conducting interviews, researching problems and learning about organizations. Through its conversational, accessible style and its adoption of a student's perspective, this book makes the process of learning about research enjoyable and the resulting research project outstanding.

Book Information

Paperback: 232 pages

Publisher: Kogan Page (November 28, 2013)

Language: English

ISBN-10: 0749468955

ISBN-13: 978-0749468958

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 9.1 ounces (View shipping rates and policies)

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Student-friendly approach to business research methods

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