

Doing Research in the Business World



This book is the ideal companion to doing practical research in business and management. Designed especially for students and researchers in business it skilfully guides the reader through each step of the research process and demonstrates what it means to conduct quality research in today's global context. Grounded in actual research and supported by the authors 25 years of experience teaching business and management students, this book introduces those new to research to the reality of conducting research for the classroom and the boardroom. It gives advice on how to identify, design and complete appropriate projects and showcases effective research strategies and methods. Packed full of learning features and fully supported by an interactive companion website, this authoritative book enables readers to develop their own research and maximize its impact and provides all the tools needed to collect analyse and present data.

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