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



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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.

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