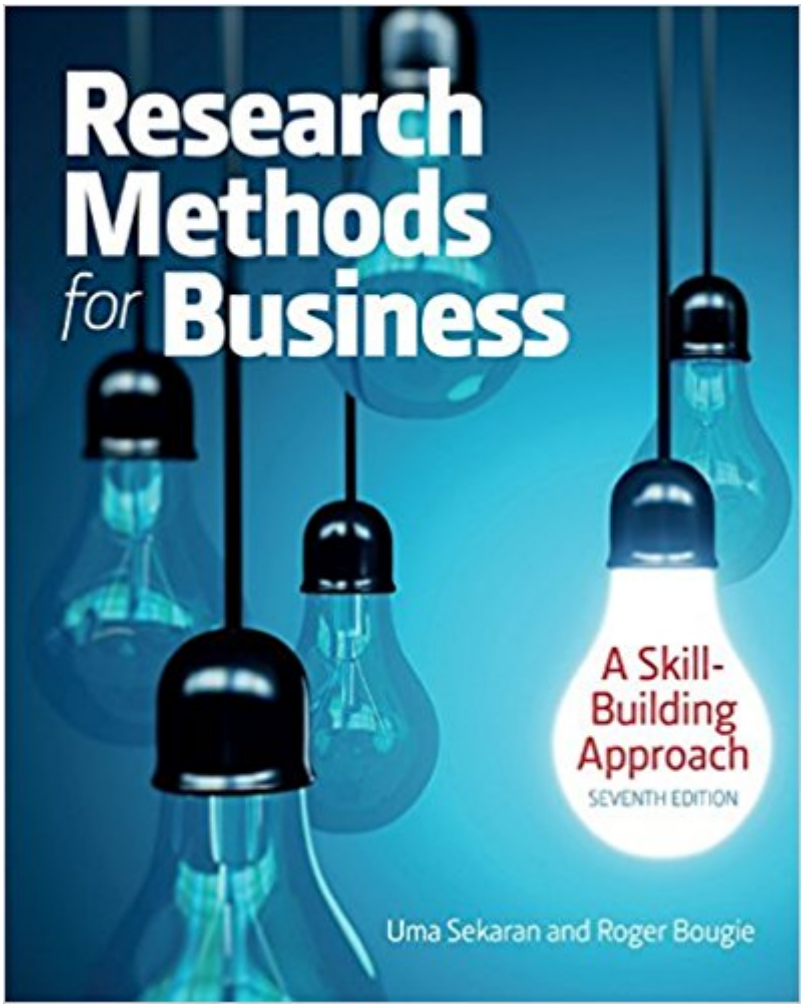
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Research Methods For Business: A Skill Building Approach



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Synopsis

Research Methods for Business: A Skill-Building Approach is a concise and straightforward introduction for students to the world of business research. The skill-building approach provides students with practical perspectives on how research can be applied in real business situations. Maintaining Uma SekaranÃ¢â ¬â„¢ s popular and accessible style of writing, Roger Bougie draws upon his extensive experience in the field to present an up-to-date guide on business research which is ideal for aspiring managers. The seventh edition has been fully revised and updated to include cutting-edge examples and enriched pedagogical features designed to improve student learning outcomes. There is now an increased emphasis on the relationship between the scientific and the pragmatic approaches to research, while the key concepts are explored and applied to real-life research throughout the book.

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Research Methods for Business: A Skill-Building Approach is a concise and straightforward introduction for students to the world of business research. The skill-building approach provides students with practical perspectives on how research can be applied in real business situations. Maintaining Uma SekaranÃ¢â ¬â„¢ s popular and accessible style of writing, Roger Bougie draws upon his extensive experience in the field to present an up-to-date guide on business research which is ideal for aspiring managers. The seventh edition has been fully revised and updated to include cutting-edge examples and enriched pedagogical features designed to improve student

learning outcomes. There is now an increased emphasis on the relationship between the scientific and the pragmatic approaches to research, while the key concepts are explored and applied to real-life research throughout the book. This book is accompanied by a companion website at www.wiley.com/college/sekaran which offers: Video material developed by the author, giving further explanation on difficult topics PowerPoint slides for each chapter Additional case studies Lecturer test bank including multiple choice, trueÃ¢â ¬â œfalse, short answer and essay questions Data sets Over 250 quiz questions for studentsÃ¢â ¬â„¢ self-study

Uma Sekaran (deceased) was Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois, USA. Dr Roger Bougie is Associate Professor in Business Research Methods, TIAS School for Business and Society (The Netherlands). TIAS is the business school of Tilburg University and Eindhoven University of Technology.

Great information in the book. Got it in good condition as a rental and it got me through the course. As a student at Embry-Riddle Aeronautical University majoring in Aeronautics, I didn't appreciate the subjective and business oriented demeanor of the text. Additionally it seems like the authors were just to wordy and ended up over-complicating simple subjects. If you need this book for class, renting it (IMO) is the way to go.

This book does have not page numbers for the iPad app. If you have assigned reading or are told to refer to what ever page for an example, you cannot go to the page. Terrible feature.

as expected

Great!

The way the information is presenting is lacking in depth. The descriptions and explanation are very vague. I could read a chapter and still not have a full understanding of the topic. Also, the index is horrible. There are key words throughout the chapters that aren't in the index, makes for a lot of page flipping. I'm not sure why this text is used by my school.

if you're new to research, this is for you. read this and write better research papers!if you have an idea of how to write a paper, pass on it. nothing new here. for me, it was nothing new and

summarized things i already knew. not great for a grad level class but the bee on the cover is a cute addition.seriously, how do they choose such random cover pictures?"next year, we're putting a bear. after that, a picture of a slinky and some GAK."

Be aware that if you intend to use the "Interactive E-book" that comes with this textbook, the website where you would access the flashcards, extra videos, and e-book text is down. I haven't been able to find an updated website.

The book arrived in excellent condition and shipping was fast! This text is not as good of a teaching aid as I would have hoped for. It's a required college text. Statistics course knowledge is necessary in order to understand all of the concepts in the later chapters.

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