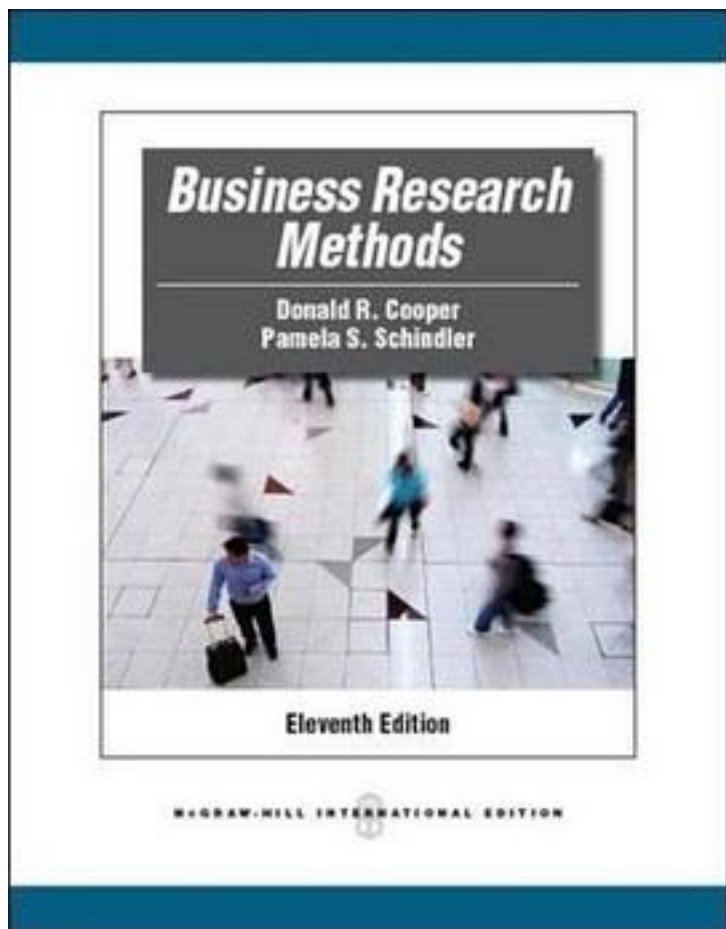


Business Research Methods



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Providing comprehensive coverage of business research, this text's student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting and other business areas.

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