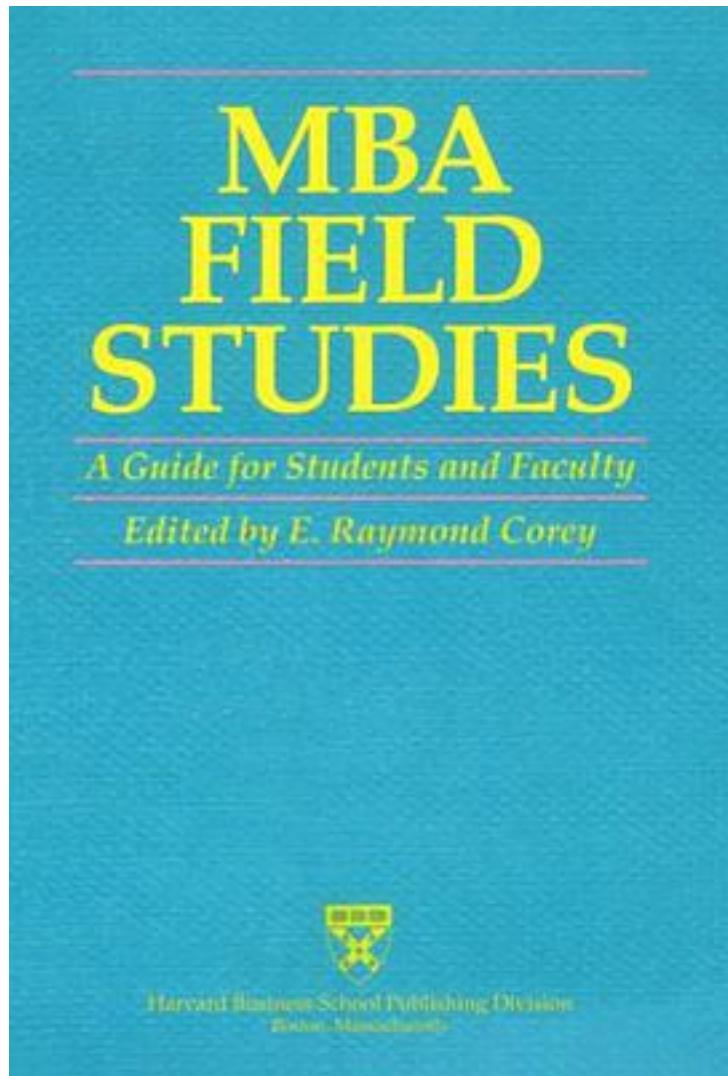


MBA Field Studies



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出版者:Perseus Distribution Services

出版时间:1990-12

装帧:Pap

isbn:9780875842516

MBA Field Studies offers instruction to MBA students in field research methods and techniques. The topics covered include team management, client relationships, interviewing, library research, questionnaire design, and the written report and oral presentation. The book's final chapter is addressed to faculty supervisors; it describes their roles as counselor, teacher, and judge, providing guidance on how they may be effective in each.

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