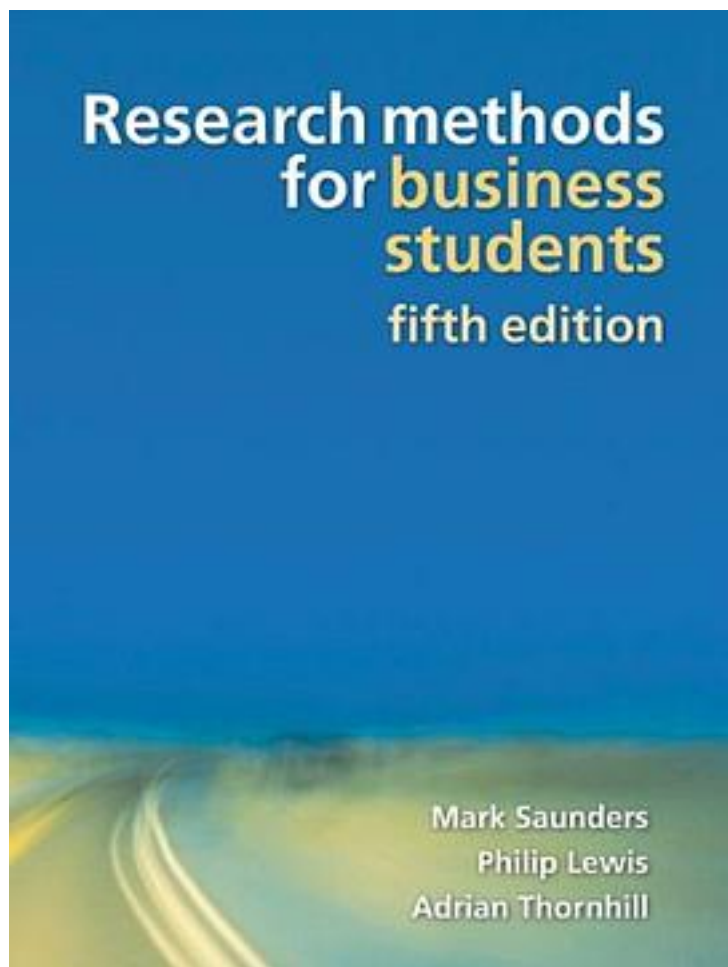


Research Methods for Business Students (5th Edition)



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A comprehensive introduction to research methods in business for students planning or undertaking a dissertation or extensive research project in business and management. The fifth edition of Research Methods for Business Students brings the theory, philosophy and techniques of research to life and enables students to understand the practical relevance of the research methods. A highly accessible style and logical structure have made this the student choice and run-away market leader. The book is written for students on undergraduate and postgraduate degree programmes in business, or business-related disciplines. The following online resources support the text: For Students : self-assessment questions, glossary, revision flashcards, tutorials for SPSS and NVivo, plus Smarter Online Searching Guide For Instructors : teaching manual, powerpoint slides, testbank

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评论

Mark Saunders 是我研究生第一门课的director。。。他挂了我们班小一半儿的人啊
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