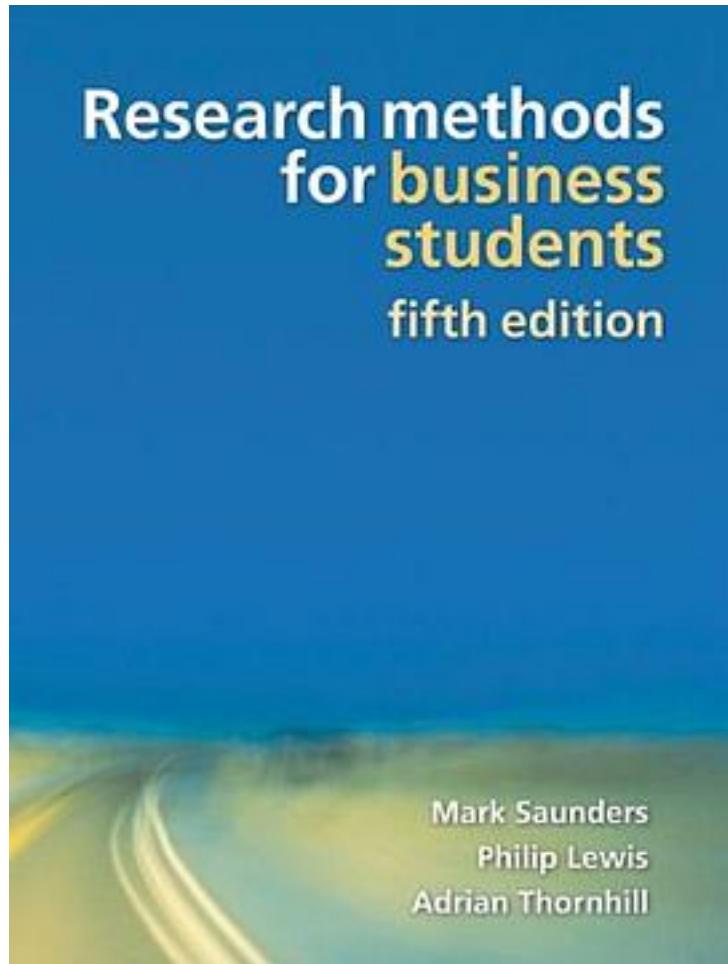


# Research Methods for Business Students (5th Edition)



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在线阅读本书

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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