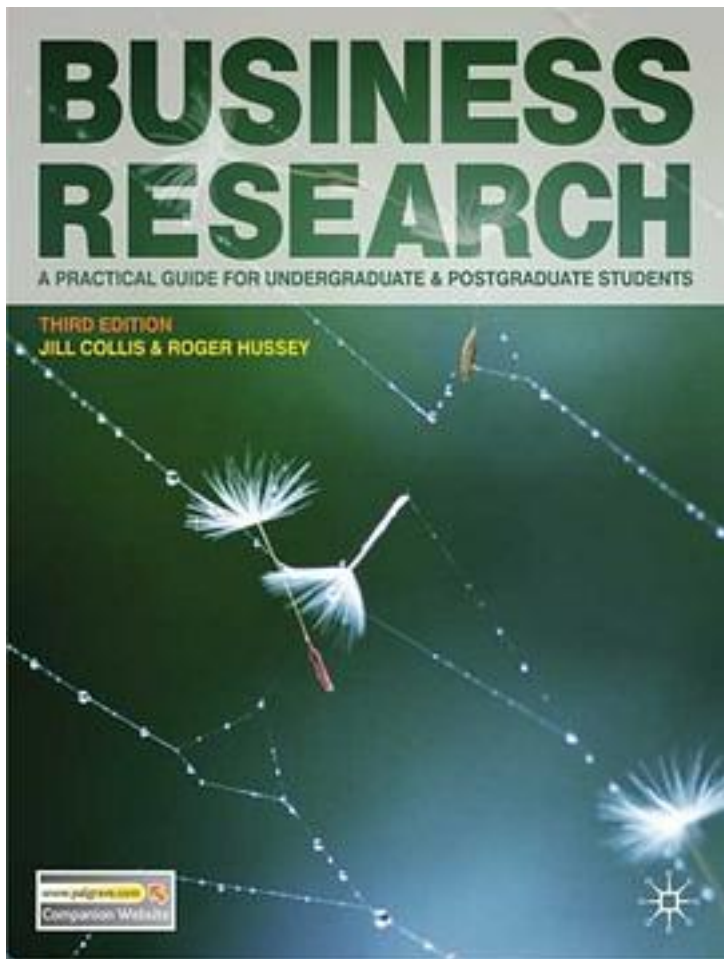


# Business Research



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著者:Jill Collis

出版者:Palgrave Macmillan

出版时间:2009-03-15

装帧:Paperback

isbn:9781403992475

"Business Research" is a practical guide for students undertaking a research project for the first time, whether at undergraduate or graduate level. Practical in orientation, the book provides students with the tools they need to successfully undertake their

research, as well as providing thorough coverage of conceptual issues.

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