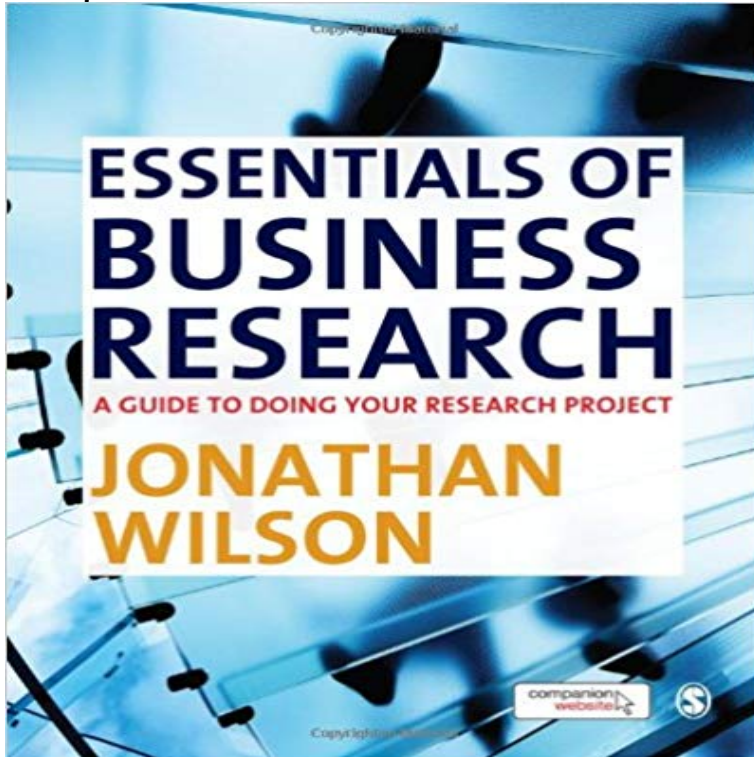


Essentials of Business Research: A Guide to Doing Your Research Project



This concise, student-friendly text cuts through the jargon of research methods terminology to present a clear guide to the basics of business research. It takes the student through the entire research process, uses actual student case examples, and explains the role of the supervisor and how to meet their expectations. A Common Questions and Answers feature provides students with an invaluable point of reference for some of the challenges they are likely to face, and a section on ethical issues gives advice on what to consider when undertaking a research project. The book also includes a glossary of key terms, and is packed with many helpful diagrams, chapter objectives, annotated further reading sections, and summary and references at the end of each chapter.

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