

Uma Sekaran Research Method 4th Edition

Leading Science and Technology-Based Organizations
Why Don't You Like Me? Managerial Communication
Data Literacy
A Step-By-Step Introduction to Statistics for Business
Applied Business Research
Sampling: Design and Analysis
Consumer Behavior
Research Methods for Graduate Business and Social Science Students
Research Methods for Business
Handbook of Career Theory
Research Methods for Business with SPSS 13.0 Set
Business Research Study Skills for International Postgraduates
Research Methods For Business: A Skill Building Approach, 4th Ed
Preparing for MQF Documentation: A Manual (UUM Press)
Research Methods for Business
TOOLS FOR POLICY RESEARCH
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RESEARCH METHODS FOR BUSINESS : A SKILL BUILDING APPROACH, 5TH ED
Research Methodology
Research Methods for Managers
Business Research Methods
Research Design
Business Research Methods: Business Research Methods
Business Research Methods
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Concise Guide to Information Literacy, 2nd Edition
Research Methodology: Concepts and Cases

Leading Science and Technology-Based Organizations

This concise but information-packed text helps high school students in upper grade levels and lower division college and university students quickly master the basics of information literacy. • Serves school and academic librarians and others in teaching basic information literacy skills to students • Helps students learn how to find, analyze, use, and process information quickly and efficiently • Supplies librarians and teachers with a concise textbook that is useful for student instruction and as a research guide

Why Don't You Like Me?

CONSUMER BEHAVIOR combines a foundation in key concepts from marketing, psychology, sociology, and anthropology with a highly practical focus on real-world applications for today's business environment. The new edition of this popular, pioneering text incorporates the latest cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, emerging neuroscience findings, and emotion in consumer decision making. In addition, the Sixth Edition includes an increased emphasis on social responsibility and ethics in marketing. With even more real-world examples and application exercises, including new opening examples and closing cases in every chapter, CONSUMER BEHAVIOR provides a thorough, yet engaging and enjoyable guide to this essential subject, enabling

students and professionals alike to master the skills they need to succeed. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Communication

From its inception almost 20 years ago, the goal of STRATEGIC ORGANIZATIONAL COMMUNICATION has been to provide a unified description of the incredibly diverse array of ideas that make up the rapidly expanding field of organizational communication. Sophisticated, yet accessible, the text integrates research from a number of academic disciplines, while maintaining a relaxed, engaging writing style.

Data Literacy

This book introduces students with little or no background in applied research to a deeper understanding of the philosophies that underlie the methods researchers use to acquire, verify and validate information in applied research. It focuses on applied research as a service to a client with a problem that research can solve. It seeks to help students understand how they can apply research to their own businesses, or employ consultants to do the same in the knowledge that they can make informed decisions, emphasising the efficient use of research resources while trying to maximise the likelihood of providing a useful product. Applied Business Research is aimed at improving students' understanding of the practical application of both qualitative and quantitative research methods. It provides a detailed examination of the different methodologies available, such as interviews, focus groups and questionnaires and how to select and apply these different techniques. It explores the various analytical approaches, including both constant comparative analysis and statistics. Above all, it details the full research cycle, from the research catalyst and definition of research objectives to the management of the research project and the writing of the final report. The book emphasises a practical orientation, focusing on the development of research questions and the use of research methods for effective decision making in business. SPECIFIC TO AUSTRALIAN EDITION Retains the strong theoretical framework of Uma Sekaran's Research Methods for Business with regard to the full research cycle Emphasises both qualitative and quantitative research methods Guides students through the various processes in the nine stages in the research cycle Expands the discussion of other research methods, such as laboratory experimentation and case study analysis Includes new material on managing a research project, covering issues such as topic analysis, client brief, guidelines for managing the process and putting together a proposal Offers broader coverage of the outcomes of the research, covering evaluating the implications of the findings, writing a research report and presenting results to different clients Contains examples of Australian and New Zealand research projects.

A Step-By-Step Introduction to Statistics for Business

Featuring an intuitive approach to statistics, this book uniquely fills a gap in the current literature by presenting a comprehensive introduction to the fundamental statistics concepts within the fields of business and economics. The author maintains clear and insightful explanations of the core concepts and techniques in statistics without relying on mathematical rigor including equations and theorems. Maintaining a concise exposition with minimal distractions, the book follows a comprehensive trajectory within each chapter by providing clear explanations to the key concepts. This approach is intentional so that readers learn in a linear fashion to better understand the core concepts. The book features a brief summary of the key elements at the end of each chapter in order to reinforce the presented concepts and uses running examples throughout so that the same example is referenced to illustrate a variety of concepts. Mathematical formulae and notation is delegated to technical appendices at the end of each chapter, and a glossary of terms is also provided. Topical coverage includes: statistics, data, and statistical thinking; descriptive statistics; probability; probability distributions; sampling distributions; confidence intervals; hypotheses tests; design of experiments and analysis of variance; simple linear regression; model building; time series and forecasting; and nonparametric statistics.

Applied Business Research

Research Methods for Graduate Business and Social Science Students is a fundamental and easy guide to studying research methods. In addition to the general concepts relating to research methods, broad research issues and theoretical concepts critical to research are discussed. The book is written in a highly reader-friendly manner and contains plenty of examples and helpful practical exercises at the end of each chapter to reinforce and enjoy learning. Divided into 16 chapters, the authors aim to clearly and concisely explain the basics of quantitative and qualitative analysis and research to students, including: - Research ethics - Formulation and process of research - Literature analysis and critical reading - How to plan and implement a research project - Data collection, survey research and data management - Practical research techniques - Elementary and advanced statistical analyses - Assessment, reliability and validity of research work - Guidelines on research writing and structures of dissertation

Sampling: Design and Analysis

Cooper and Schindler's Business Research Methods offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text. Managerial decision making is the underlying theme, topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions.

Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

Consumer Behavior

The third edition of this best-selling text guides students and researchers through the process of doing qualitative research, clearly explaining how different theoretical approaches inform what you do in practice. The text bridges the gap between 'cookbook' and more abstract approaches to qualitative research, by posing 'difficult questions' that researchers should be asking themselves. The book invites researchers to engage in a creative and critical practice in how they draw insights, interpret a range of types of data and craft knowledge from qualitative research. Fully revised and updated, with three new chapters, this edition:

- Covers the full research process, with new material on analysing and interpreting data and research ethics
- Engages with exciting new developments in the field through challenging qualitative researchers to be creative with how they research and with what they find.
- Examines the potential of qualitatively-led approaches to mixed methods, and their implications for research design, research practice and the production of convincing arguments.

A theoretically engaged, grounded approach to qualitative researching, this remains the ideal text to guide students to become thoughtful, creative and effective qualitative researchers.

Research Methods for Graduate Business and Social Science Students

A gripping tale of adventure and searing reality, *Lucky Boy* gives voice to two mothers bound together by their love for one lucky boy. "Sekaran has written a page-turner that's touching and all too real."—People "A fiercely compassionate story about the bonds and the bounds of motherhood and, ultimately, of love."—Cristina Henríquez, author of *The Book of Unknown Americans* Eighteen years old and fizzing with optimism, Solimar Castro-Valdez embarks on a perilous journey across the Mexican border. Weeks later, she arrives in Berkeley, California, dazed by first love found then lost, and pregnant. This was not the plan. Undocumented and unmoored, Soli discovers that her son, Ignacio, can become her touchstone, and motherhood her identity in a world where she's otherwise invisible. Kavya Reddy has created a beautiful life in Berkeley, but then she can't get pregnant and that beautiful life seems suddenly empty. When Soli is placed in immigrant detention and Ignacio comes under Kavya's care, Kavya finally gets to be the singing, story-telling kind of mother she dreamed of being. But she builds her love on a fault line, her heart wrapped around someone else's child. "Nacho" to Soli, and "Iggy" to Kavya, the boy is steeped in love, but his destiny and that of his two mothers teeters between two worlds as Soli fights to get back to him. *Lucky Boy* is a moving and revelatory ode to the ever-changing borders of love.

Research Methods for Business

This cross-disciplinary text is designed to appeal to a diversity of social science scholars. The central focus is on new ways of viewing the career, or how working lives unfold over time. Fresh views from psychology, social psychology, sociology, anthropology, organization theory, economics, and political science are among those represented in the twenty-five chapter anthology. The design of the handbook in three parts - current approaches, new ideas, and future directions - is intended to engage the reader in the debate from which new and better career theories can be developed.

Handbook of Career Theory

A Practical, Strategic Approach to Managerial Communication Managerial Communication: Strategies and Applications focuses on communication skills and strategies that managers need to be successful in today's workplace. Known for its holistic overview of communication, solid research base, and focus on managerial competencies, this text continues to be the market leader in the field. In the Seventh Edition, author Geraldine E. Hynes and new co-author Jennifer R. Veltsos preserve the book's strategic perspective and include new updates to reflect the modern workplace. The new edition adds a chapter on visual communication that explains how to design documents, memorable presentations, and impactful graphics. New coverage of virtual teams, virtual presentations, and online communication help students avoid common pitfalls when using technology.

Research Methods for Business with SPSS 13. 0 Set

A clear and concise introduction to statistics for business and management students, demonstrating how important statistics are in the business decision-making process and covering everything from conducting a survey and collecting data, to summarizing statistical data, and presenting findings. Each chapter features a real-world business situation and accompanying dataset, the reader is then encouraged to identify the correct statistical concept in the chapter and solve the problem outlined. Offering students a chance to use the newly learned theory in a practical way. New to the second edition: A "Review of Essential Mathematics" prologue, featuring tests and further links to help students refresh their knowledge of the core mathematical concepts used to calculate basic statistics. Updated screenshots on using IBM SPSS and Excel. A "Statistics in the Real World" feature included at the end of each chapter, demonstrating how statistics are applied in real-world business settings and research, accompanied by reflective questions. Updated case studies, examples and diagrams, illustrating key points and helping to reinforce learning. The book is accompanied by free online resources including step-by-step video tutorials on how to use Excel and IBM SPSS, datasets and worked solutions, an Instructors' Manual, Testbank, and PowerPoint presentation slides for lecturers. Essential reading for business students wanting to know how to use

statistics in a business setting.

Business Research

RESEARCH METHODOLOGY CONCEPT AND CASES provides a comprehensive and stepwise understanding of the research process with a balanced blend of theory, techniques and Indian illustrations from a wide cross-section of business areas. This book makes no presumptions and can be used with confidence and conviction by both students and experienced managers who need to make business sense of the data and information that is culled out through research groups. The conceptual base has been provided in comprehensive, yet simplistic detail, addressing even the minutest explanations required by the reader. The language maintains a careful balance between technical know-how and business jargon. Every chapter is profusely illustrated with business problems related to all domains—marketing, finance, human resource and operations. Thus, no matter what the interest area may be, the universal and adaptable nature of the research process is concisely demonstrated.

Study Skills for International Postgraduates

What is the unemployment rate? How many adults have high blood pressure? What is the total area of land planted with soybeans? Sampling: Design and Analysis tells you how to design and analyze surveys to answer these and other questions. This authoritative text, used as a standard reference by numerous survey organizations, teaches sampling using real data sets from social sciences, public opinion research, medicine, public health, economics, agriculture, ecology, and other fields. The book is accessible to students from a wide range of statistical backgrounds. By appropriate choice of sections, it can be used for a graduate class for statistics students or for a class with students from business, sociology, psychology, or biology. Readers should be familiar with concepts from an introductory statistics class including linear regression; optional sections contain the statistical theory, for readers who have studied mathematical statistics. Distinctive features include: More than 450 exercises. In each chapter, Introductory Exercises develop skills, Working with Data Exercises give practice with data from surveys, Working with Theory Exercises allow students to investigate statistical properties of estimators, and Projects and Activities Exercises integrate concepts. A solutions manual is available. An emphasis on survey design. Coverage of simple random, stratified, and cluster sampling; ratio estimation; constructing survey weights; jackknife and bootstrap; nonresponse; chi-squared tests and regression analysis. Graphing data from surveys. Computer code using SAS® software. Online supplements containing data sets, computer programs, and additional material. Sharon Lohr, the author of Measuring Crime: Behind the Statistics, has published widely about survey sampling and statistical methods for education, public policy, law, and crime. She has been recognized as Fellow of the American Statistical Association, elected member of the International Statistical Institute, and recipient of the Gertrude M. Cox Statistics Award and the Deming

Lecturer Award. Formerly Dean's Distinguished Professor of Statistics at Arizona State University and a Vice President at Westat, she is now a freelance statistical consultant and writer. Visit her website at www.sharonlohr.com. This edition is a reprint of the second edition published by Cengage Learning, Inc. Reprinted with permission.

Research Methods For Business: A Skill Building Approach, 4Th Ed

A must read for all research students! The core material in Professor Cryer's previous editions is classic. I welcome this new edition setting it into current contexts. PhD supervisor When I was doing my own PhD, Pat Cryer's book was my constant reference companion. Now I am recommending her latest edition to my own students. PhD supervisor Insightful, wide-ranging and accessible, this is an invaluable tool for postgraduate research students and for students at all levels working on research projects, irrespective of their field of study. This edition has been thoroughly revised to accommodate the changes in postgraduate education over recent years. Additional material and new emphases take into account: the QAA Code of Practice for Postgraduate Research Programmes recommendations of the Roberts Review the needs of the growing number of 'overseas' research students employment issues (including undergraduate teaching) the Internet as a resource for research. There are new chapters on: developing the research proposal succeeding as an 'overseas' research student ethics in research personal development planning (PDP)

Preparing for MQF Documentation: A Manual (UUM Press)

Business Research Methods provides students with the knowledge, understanding and necessary skills to complete a business research. The reader is taken step-by-step through a range of contemporary research methods, while numerous worked examples an

Research Methods for Business

Accreditation is a certification of the academic quality of an institution of higher learning. Some countries require accreditation and others consider it as optional. Some countries accredit through official government agencies while others appoint independent or private organizations that oversee the whole educational accreditation process. In Malaysia, the Malaysian Qualifications Agency (MQA) is the sole responsible body to monitor the accreditation process for all Higher Education Institutions (HEIs). This manual is a standard reference to assist lecturers and teachers in preparing MQF documents. It sets to provide clear guidelines on details of how to prepare all documents necessary for MQA accreditation.

TOOLS FOR POLICY RESEARCH

In 1974, the young and callow Englishman George Armitage goes to Madras in the hopes of returning with at least the beginning of his Ph.D. dissertation. Instead, he comes home with a bride named Viji, an Indian woman he barely knows. This seemingly unlikely pair eventually wind up in Sacramento, where they buy a ranch house and give birth to triplets. In this new American world of shag carpets and pudding pops, Viji seeks consolation in her prayer room, which she visits frequently to gossip, sass, and seek advice from the framed portraits of her dead relatives. It is here where Viji feels most herself and where these deceased family members feel "as real to her as she'd been to them." The relative calm of Viji's California existence is interrupted when George's father shows up on their doorstep, unexpected and unannounced. So when Viji's sister sends an out-of-the-blue invitation to visit India, she prepares for her first trip home in nearly eleven years, not knowing for sure if she'll ever return to the States. *The Prayer Room* re-examines the meaning of family — the people who live down the hall and the people who exist only in our memories.

The Research Student's Guide to Success

A practical, concise, straightforward guide. Covering the entire process from reviewing the literature to writing up results, it has balanced coverage of quantitative and qualitative methods and a popular troubleshooting section. It provides all the tools needed to embark on and complete successful research, underpinned by academic rigour.

The Craft of Research, 2nd edition

Written by successful and respected industry professionals, *How to Launch Your Wine Career* gives practical, real-world advice on how to land, develop, and succeed in a career in wine making and production, vineyard management, marketing and sales, public relations, writing, education, winery management and administration, direct-to-consumer sales, and more. Featuring interviews with some of wine's most prominent figures—including winemaker Heidi Barrett and wine writer James Laube of *Wine Spectator*—the book builds a career from the ground up, explaining job descriptions, educational and skill requirements, the career ladder, how to get started, and job hunting strategies. Each chapter ends with a helpful resource guide of available conferences, books, and websites. The appendix provides a detailed action plan worksheet to help the prospective applicant plan, plot progress, and nail that killer wine industry job.

The Prayer Room

Destined to become a life saver for international students everywhere, this book provides clear, comprehensive guidance for students embarking on postgraduate study at a western university. Helping to maximise your chances of academic success, topics include challenges such as critical thinking, research, writing and speaking skills.

Doing a Successful Research Project

Market_Desc: The book is intended for all business and marketing students taking Research Methods (usually 2nd year and 3rd year) as well as conversion masters and masters courses. About The Book: Reputed for its clear and practical approach, Sekaran offers a framework for conducting research in a scientific manner in all areas of business. Students learn to develop practical knowledge and skills to understand and carry out research projects. This new edition is updated to strengthen areas of the text such as Data Analysis and to totally refresh the section on the role of technology and the use of statistical packages in research. Examples and scenarios will be updated and the book continues to emphasize managerial relevance and ethical implications throughout.

How to Launch Your Wine Career

This book is designed as a thesis research manual for students pursuing policy research at a Masters level. It is also intended for students pursuing Masters in Business Administration (MBA) thesis and dissertation research projects. The book is structured in a simple format that takes the student through the entire research process. It assumes a deductive research logic as a strategy to make business managers and policy implementers apply scientific thinking to solving business and policy problems. The authors strongly believe that the book will make a big difference in the research lives of Masters students in Africa and beyond. The complicated treatise of research found in many research methods books usually puts off average students. This book, thus, fills a big gap in readily available, affordable and easily accessible simple research methods books to Masters students in the developing world such as Africa and beyond.

The Literature Review

This work guides the reader through the process of data analysis and features hints and warnings. It should be of interest to those studying quantitative methods in all disciplines, in particular marketing, management, economics and psychology.

A Guide to Business Statistics

Designed for undergraduates and graduates taking courses in research methods in business or research in management. Discusses managerial situations where research would be needed and illustrates through computer outputs how data can be analyzed and interpreted to answer several types of research questions. Offers both the theoretical and practical skills necessary to do research. Includes exercises, projects and an example of a student research report.

Taking the Fear Out of Data Analysis

This Second Edition of Diana Ridley's bestselling guide to the literature review outlines practical strategies for reading and note taking, and guides the reader on how to conduct a systematic search of the available literature, and uses cases and examples throughout to demonstrate best practice in writing and presenting the review. New to this edition are examples drawn from a wide range of disciplines, a new chapter on conducting a systematic review, increased coverage of issues of evaluating quality and conducting reviews using online sources and online literature and enhanced guidance in dealing with copyright and permissions issues.

Strategic Organizational Communication in a Global Economy

This best-selling text continues in its ninth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 9E, is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Microsoft Word 2010 in Depth

Known for its clear and practical approach, this book offers a framework for conducting research in a scientific manner in all areas of business. Readers learn how to develop practical knowledge and skills to understand the ways in which systematic research can be conducted to describe, explain, and predict phenomena of interest pertaining to business. The fourth edition will continue to be strong in delivering a technical approach while presenting more real world applications.

Introduction to Research· Scientific Investigation· Technology and Business Research· The Research Process: Steps 1 to 3: The Broad Problem Area, Preliminary Data Gathering, Problem Definition· The Research Process: Steps 4 and 5: Theoretical Framework Hypothesis Development· The Research Process: Step 6: Elements of Research Design· Experimental Designs· Measurement of Variables: Operational Definition and Scales· Measurement: Scaling, Reliability, Validity· Data Collection Methods· Sampling· Data Analysis and Interpretation· The Research Report· Managerial Decision Making and Research

Qualitative Researching

Carrying out a research project is a daunting task, presenting you with deadline anxieties, unfamiliar language and practical dilemmas. This book is a straightforward, user-friendly guide on how to manage your research project successfully - akin to

having a tutor at your side. Doing a Successful Research Project: • offers an accessible introduction to qualitative and quantitative methods • takes you through the entire research process from planning to write-up • includes extensive real-life examples of good and bad research practice The second edition of this no-nonsense textbook, containing further discussion of internet-based research methods, research ethics and more, provides students with the self-discipline and the confidence to conduct their own research projects, whatever discipline they are from, and also the understanding required to identify the advantages and disadvantages of different strategies.

Lucky Boy

An adaptation of 'Social Research Methods' by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an assessment of the contexts within which different methods may be used and how they should be implemented.

RESEARCH METHODS FOR BUSINESS : A SKILL BUILDING APPROACH, 5TH ED

Since 1995, more than 150,000 students and researchers have turned to The Craft of Research for clear and helpful guidance on how to conduct research and report it effectively . Now, master teachers Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams present a completely revised and updated version of their classic handbook. Like its predecessor, this new edition reflects the way researchers actually work: in a complex circuit of thinking, writing, revising, and rethinking. It shows how each part of this process influences the others and how a successful research report is an orchestrated conversation between a researcher and a reader. Along with many other topics, The Craft of Research explains how to build an argument that motivates readers to accept a claim; how to anticipate the reservations of thoughtful yet critical readers and to respond to them appropriately; and how to create introductions and conclusions that answer that most demanding question, "So what?" Celebrated by reviewers for its logic and clarity, this popular book retains its five-part structure. Part 1 provides an orientation to the research process and begins the discussion of what motivates researchers and their readers. Part 2 focuses on finding a topic, planning the project, and locating appropriate sources. This section is brought up to date with new information on the role of the Internet in research, including how to find and evaluate sources, avoid their misuse, and test their reliability. Part 3 explains the art of making an argument and supporting it. The authors have extensively revised this section to present the structure of an argument in clearer and more accessible terms than in the first edition. New distinctions are made among reasons, evidence, and reports of evidence. The concepts of qualifications and rebuttals are recast as acknowledgment and response. Part 4 covers drafting and revising, and offers new information on the visual representation of data. Part 5 concludes the book with an updated discussion of the ethics of research, as well as an expanded bibliography that includes many electronic sources. The new edition retains the

accessibility, insights, and directness that have made *The Craft of Research* an indispensable guide for anyone doing research, from students in high school through advanced graduate study to businesspeople and government employees. The authors demonstrate convincingly that researching and reporting skills can be learned and used by all who undertake research projects. New to this edition: Extensive coverage of how to do research on the internet, including how to evaluate and test the reliability of sources New information on the visual representation of data Expanded bibliography with many electronic sources

Research Methodology

A practical, skill-based introduction to data analysis and literacy We are swimming in a world of data, and this handy guide will keep you afloat while you learn to make sense of it all. In *Data Literacy: A User's Guide*, David Herzog, a journalist with a decade of experience using data analysis to transform information into captivating storytelling, introduces students and professionals to the fundamentals of data literacy, a key skill in today's world. Assuming the reader has no advanced knowledge of data analysis or statistics, this book shows how to create insight from publicly-available data through exercises using simple Excel functions. Extensively illustrated, step-by-step instructions within a concise, yet comprehensive, reference will help readers identify, obtain, evaluate, clean, analyze and visualize data. A concluding chapter introduces more sophisticated data analysis methods and tools including database managers such as Microsoft Access and MySQL and standalone statistical programs such as SPSS, SAS and R.

Research Methods for Managers

Business Research Methods

This user-friendly book provides a step-by-step guide to using the five major approaches to research design: quantitative, qualitative, mixed methods, arts-based, and community-based participatory research. Chapters on each approach follow a unique format--they present a template for a research proposal and explain in detail how to conceptualize and fill in every section. Terminology commonly used within each approach is identified, and key moments of ethical decision making are flagged. Interdisciplinary research examples draw on current events and social justice topics. Unique coverage includes hot topics: replication studies and data sharing, tailoring proposals to different audiences, and more. The book also includes a general introduction to social research; an in-depth, practical discussion of ethics; and a chapter on how to begin a research study, from planning a topic to developing a research question via a literature review. □ Pedagogical Features *Multiple "Review Stops" in each chapter--quick quizzes with answer keys. *End-of-chapter writing exercises, research activities, and

suggested resources. *Bold-face key terms and an end-of-book glossary. *Boxed tips from experts in the respective approaches. *Supplemental PowerPoint slides for instructors using the book in a class. □ □

Research Design

Covers all current areas of business ranging from management and marketing to finance and accounting. Features a new chapter on statistics; direct, detailed guidelines for conducting systematic research to produce sound reports; extensive, practical, skill-building exercises that challenge students to think and apply their research knowledge; an in-depth discussion of computer-assisted data collection and analysis and much more.

Business Research Methods:

Ethical issues relating to research and the aspects of business, data collection, and data analysis are integrated throughout the book. * The issues in cross-national research in sampling and data collection are thoroughly discussed. * The qualitative-quantitative aspects of research are brought together through a case study on the final chapter.

Business Research Methods

Business Research Methods 3e

R&D Leadership: Mastering the Fundamentals for Engineers and Scientists lays out practical strategies for improving personal, team, and organizational performance in technology organizations. The roles of leadership, management, and coaching have been defined and integrated with examples from technology organizations. Examples include assessing one's leadership skills for adding value to an organization; making the transition from "me" to "we" in taking on a supervisory position; and avoiding the dual traps of micro-management and macro-management, by engaging direct reports in an "active management" process. A complete set of instructional PowerPoint slides will accompany the text.

Concise Guide to Information Literacy, 2nd Edition

Presents a comprehensive guide to the word processing program, including information on creating documents, working with templates, embedding data, collaborating, and customizing the Word interface.

Research Methodology: Concepts and Cases

Written specifically for students with no previous experience of research and research methodology, the Third Edition of Research Methodology breaks the process of designing and doing a research project into eight manageable steps and provides plenty of examples throughout to link theory to the practice of doing research. The book contains straightforward, practical guidance on: - Formulating a research question - Ethical considerations - Carrying out a literature review - Choosing a research design - Selecting a sample - Collecting and analysing qualitative and quantitative data - Writing a research report The third edition has been revised and updated to include extended coverage of qualitative research methods in addition to the existing comprehensive coverage of quantitative methods. There are also brand new learning features such as reflective questions throughout the text to help students consolidate their knowledge. The book is essential reading for undergraduate and postgraduate students in the social sciences embarking on qualitative or quantitative research projects.

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