



## Research Methods for Business and Management: A Guide to Writing Your Dissertation

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By Kevin O'Gorman, Robert MacIntosh

Goodfellow Publishers Limited. Paperback. Book Condition: new. BRAND NEW, Research Methods for Business and Management: A Guide to Writing Your Dissertation, Kevin O'Gorman, Robert MacIntosh, This new text offers a completely comprehensive overview of key research methods and the main choices available when undertaking a dissertation. It is a clear, concise and practical guide containing wealth of outstanding examples for each method covered. Taking you through the entire life cycle of a dissertation, the text covers everything from the purposes of research through to chapters on gathering primary and secondary data; using literature; quantitative and qualitative research; managing your research; using data and research ethics. Individual chapters are allied to a powerful critical commentary showing how some of the world's leading scholars have used particular methods in their own research. Carefully constructed to achieve the greatest clarity for the student the text gives the reader: \* In-text exercises \* End of chapter' review questions with solutions \* Exemplar papers identified and discussed for each of the main methods \*Directed further reading for developing understanding in key areas It is an essential learning aid for upper level undergraduates and postgraduates across a wide range of business and management courses and it...



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