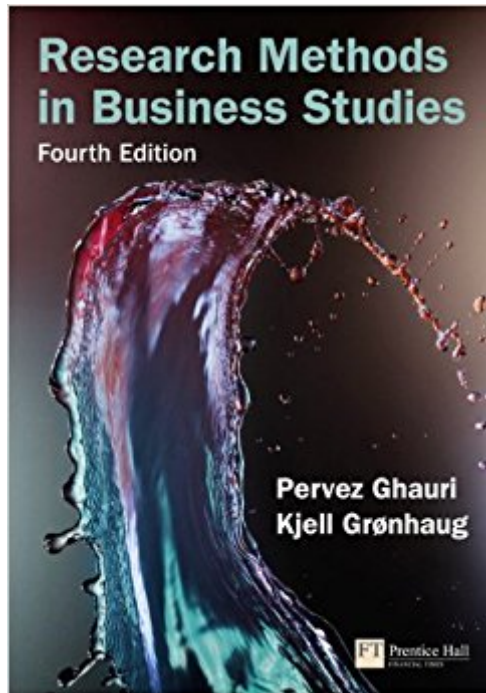




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Research Methods In Business Studies (4th Edition)



Synopsis

A concise, clear and comprehensive introduction to research methods, which equips students with a systematic approach to business research. Written in an accessible style, this book demonstrates the importance of a scientific approach to business research and problem-solving projects. It shows students how to formulate a problem, choose a research method, argue and motivate, and how to collect, analyse and present the data. The following online resources support the text: For Instructors: PowerPoint slides

Book Information

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Customer Reviews

This clear and concise guide is ideal for business students taking a course in research methods, or undertaking a dissertation or report on a work placement project. Research Methods in Business Studies shows you how to formulate a problem, choose a research method, argue and motivate, and how to collect, analyse and present the data. Key features to help you succeed with your project include the following: Guidelines on how to formulate a research problem; preparing you to understand the question and objectives before starting out Explanations of the importance of different methods; equipping you with a systematic approach to the process Evaluations of different qualitative and quantitative methods; enabling you to choose the most appropriate method for your project Discussion of research theories and their practical application; aiding your understanding of theory in a real-life practical context Advice on how to structure clear,

concise and relevant reports. In addition to fresh examples, more on advanced quantitative techniques and research theory, this fully updated 4th edition now includes: A completely new chapter on cross-cultural research. Expanded sections on ethical issues. Greater focus on the application of qualitative software. About the authors: Dr Pervez Ghauri is Professor of International Business at King's College London, London, UK. Dr Kjell Grønhaug is Professor of Business Studies at the Norwegian School of Economics and Business Administration, Bergen, Norway.

Dr. Pervez Ghauri is Professor of International Business at Kings College London. Dr Kjell Grønhaug is Professor of Business Studies at the Norwegian School of Economics and Business Administration, Bergen, Norway..

Despite references to graduate research usage, this is really an undergraduate-level introductory guide to business research methods. While it is written with a clean layout and in a 'modern' style - good fresh illustrations of the major points, enough diagrams to break up the text, etc - it is just too superficial to be a core text for a doctoral research methods course. For the steep price - currently \$68 in paperback on - there are better choices available - e.g. the text by Saunders et al. http://www..com/Research-Methods-Business-Students-Saunders/dp/0273750755/ref=dp_ob_title_bk.

Good theory...not many examples....very basic....Professor prescribed this for class but used it only as a supplement text.

Very good

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