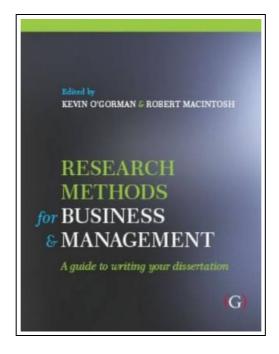
Research Methods for Business and Management: A Guide to Writing Your Dissertation



Filesize: 7.92 MB

Reviews

This pdf is so gripping and fascinating. It really is rally intriguing throgh looking at period of time. I am pleased to tell you that this is basically the very best publication we have go through within my personal lifestyle and might be he very best ebook for ever.

(Eleonore Muller DVM)

RESEARCH METHODS FOR BUSINESS AND MANAGEMENT: A GUIDE TO WRITING YOUR DISSERTATION



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 comes with a range of supported learning materials including tutorials, lecture slides and tutor notes. Kevin O'Gorman is Professor of Management and Business History and Head of Business Management in the School of Languages and Management in Heriot-Watt University, Edinburgh. He trained in Glasgow, Salamanca and Rome as a philosopher, theologian and historian. His research interests have a dual focus: Origins, history and cultural practices of hospitality, and philosophical, ethical and cultural underpinnings of contemporary management practices. Using a wide range of methodological approaches he has published over 80 journal articles, books, chapters, and conference papers in busi

- Read Research Methods for Business and Management: A Guide to Writing Your Dissertation Online
 - Download PDF Research Methods for Business and Management: A Guide to Writing Your Dissertation

Other eBooks



Baby Must Haves The Essential Guide to Everything from Cribs to Bibs 2007 Paperback

Book Condition: Brand New. Book Condition: Brand New.

Save eBook:



Abc Guide to Fit Kids: A Companion for Parents and Families

Murdoch Books, 2007. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal...

Save eBook »



Daycare Seen Through a Teacher's Eyes: A Guide for Teachers and Parents

America Star Books, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Between the good mornings and the good nights it s what...

Save eBook »



Educating Young Children: Active Learning Practices for Preschool and Child Care Programs

Book Condition: Brand New. Book Condition: Brand New.

Save eBook »



The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program

Brookes Publishing Co, United States, 2015. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Filled with tips, tools, and strategies, this book is the comprehensive, practical toolbox preschool administrators...

Save eBook »