

# Research Methods in Business Studies: A Practical Guide



This guide demonstrates to students the importance of a scientific approach to business research and problem-solving projects. It shows how to formulate a problem and choose a research method, and how to argue and motivate. The book discusses the practicalities of research such as problem formulation, relating the research to previous studies, choosing the right methodology, presentation of results, report writing and drawing conclusions. This work is intended for MBA/MSc and undergraduate students doing business studies, business administration, economics, finance and marketing courses. Consultants and organizations undertaking research in business studies should also find this a useful text.

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