

## Research Methods For Business Students 7th Edition

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Research Methods for Business Students, Mark N K Saunders ...

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There are various designs (i.e. fixed, flexible, and mixed) that help to shape and form one ' s research. Each design has various methods associated with the design. After reviewing the Reading and Study material for this module and considering the three designs discussed in the text, please respond to the following: 1.

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- Detailed chapters on choosing your topic, critically reviewing the literature, understanding philosophies, research design, access and ethics, secondary data, data collection methods and analysis techniques and writing about and presenting your research
- Teach yourself guides to research software available at [www.pearsoned.co.uk/saunders](http://www.pearsoned.co.uk/saunders) with practice data sets

About the authors Mark NK Saunders is Professor of Business Research Methods and Director of Postgraduate Research Programmes at Birmingham Business School, University of Birmingham. Philip Lewis was a Principal Lecturer and Adrian Thornhill was a Head of Department, both at the University of Gloucestershire.

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This book takes an extremely practical, skills-based approach and covers both the research methods themselves and the process of choosing, planning, researching and writing the dissertation.

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In Case Study Research, Bill Lee and Mark Saunders describe the properties of case study designs in organizational research, exploring the uses, advantages and limitations of case research. They also demonstrate the flexibility that case designs offer, and challenges the myths surrounding this approach. Ideal for Business and Management students reading for a Master ' s degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Part of SAGE ' s Mastering Business Research Methods series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support students by providing in-depth and practical guidance on using a chosen method of data collection or analysis. Watch the editors introduce the Mastering Business Research Methods series and tell you more about the first three books.

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