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   Nota di contenuto   Cover -- Doing Research in Business and Management -- Brief
                       contents -- Contents -- About this book -- About the authors --
                       Acknowledgements -- Choosing your research topic -- Why you should
                       read this chapter -- Why choosing the right research topic is so
                       important -- Why choosing a research topic is difficult -- Ten ways to
                       generate ideas for a research topic -- How to refine research topic
                       ideas -- What makes a good research topic? -- How to turn a research
                       idea into a research project -- Summary -- Thinking about your
                       research topic -- References -- Reviewing the literature -- Why you
                       should read this chapter -- What a literature review is -- Why it is
                       important to review the literature -- The types of literature available to
                       you -- Searching for and obtaining literature -- Evaluating the
                       usefulness of literature to your research -- Reading, noting and
                       correctly referencing useful literature -- Writing your literature review
                       -- Summary -- Thinking about your critical literature review --
                       References -- Managing the research process -- Why you should read
                       this chapter -- Getting access to your research organisation and your
                       respondents -- What about access to information? -- Six strategies for
                       making sure that you get the organisational access you want --
                       Managing yourself -- Managing your supervisor -- Managing your
                       university -- The ethics of doing research -- Summary -- Thinking
                       about your research process -- References -- Using secondary data --

Sommario/riassunto	Doing Research in Business and Management brings the theory and techniques of research methods to life and covers all of the areas of research, from a review of secondary data or literature, or writing a research proposal, to completing an entire research project. The book is written for students on undergraduate and postgraduate degree programmes in business, management or related disciplines.