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Edizione	[Seventh edition.]
Descrizione fisica	1 online resource (xxvi, 741 pages) : illustrations
Disciplina	650.072
Soggetti	Business - Research Business - Research - Data processing Fiction Science fiction
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous edition: 2012.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Contributors -- Publisher's acknowledgements -- Business and management research, reflective diaries and the purpose of this book -- Formulating and clarifying the research topic -- Critically reviewing the literature -- Understanding research philosophies and approaches to reasoning -- Formulating the research design -- Negotiating access and research ethics -- Selecting samples -- Using secondary data -- Collecting primary data through observation -- Collecting primary data using semi-structured, in-depth and group interviews -- Collecting primary data using questionnaires -- Analysing quantitative data -- Analysing qualitative data -- Writing and presenting your project report -- Bibliography -- Appendices -- Glossary -- Index.
Sommario/riassunto	Research Methods for Business Students has been fully revised for this seventh edition and continues to be the market-leading textbook in its field, guiding hundreds of thousands of student researchers to success in their research methods modules, research proposals, projects and dissertations. So, if you're thinking . . . 'How do I choose my topic?' 'I'm confused by all these different philosophies' 'I need to collect my data; what do I do first?' 'When and what do I need to write? . . . then, open this book to discover: Regular checklists and 'Progressing your research

project' sections to give you step-by-step practical guidance on the process; A glossary of clear definitions for 600 research terms; Cases and examples of students' and academics' research and topical news articles illustrating research in practice; Detailed chapters on choosing your topic, reviewing the literature, understanding philosophies, research design, access and ethics, secondary data, data collection and analysis, and writing about and presenting your research.

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