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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Understanding business research -- Where do you start? -- Has somebody answered my question before? -- Different questions require different answers -- How to use statistics -- Planning your research project -- Creating a narrative thread for your dissertation -- The mechanics of writing.
Sommario/riassunto	The ability to write to a high standard is a key skill that is often overlooked in the business world. This short book from an international, best-selling author offers a practical guide to conceiving, researching and writing a business or management dissertation. Robert Lomas offers an inspirational treatise that will awaken the quest for knowledge among his readership. The book helps business students to frame their research questions in a more helpful manner in order to achieve their research aims and write in a clear and top scoring way. Topics covered include collecting and measu