

1. Record Nr.	UNINA9910781569803321
Autore	Lomas Robert <1947-, >
Titolo	Mastering your business dissertation : how to conceive, research, and write a good business dissertation / / Robert Lomas
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, N.Y. : , : Routledge, , 2011
ISBN	1-136-72009-X 1-283-43509-8 9786613435095 1-136-72010-3 0-203-81615-3
Descrizione fisica	1 online resource (182 p.)
Disciplina	650.072
Soggetti	Business - Research Dissertations, Academic Business writing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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