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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