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Nota di contenuto	Cover; Contents; Acknowledgements; About this Book; Chapter 1 - What is Management Research and What Does it Mean at Masters' Level?; Chapter 2 - Developing a Critical Approach; Chapter 3 - Generating, Developing and Mapping Ideas for Research Topics; Chapter 4 - Making your Projects Manageable; Chpater 5 - Sources of Secondary Information; Chapter 6 - How to Read Critically; Chapter 7 - Organizing and Analysing What You Have Read and Researched; Chapter 8 - Reflection: How to Learn to Be a Better Researcher and Business Manager from Doing Research Chapter 9 - Reliability, Validity and GeneralizationChapter 10 - Writing Up and Beyond; References; Index
Sommario/riassunto	The authors provide an introduction to the thinking & learning skills that are at the heart of succeeding in a Business Studies degree today. They detail the 'tools of the trade' - the practical skills & the intellectual skills - that underpin any critical & intelligent approach to the study of business & management.