



Research Methods for Business: A Skill-Building Approach

By Uma Sekaran, Roger Bougie

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Research Methods for Business: A Skill-Building Approach is a concise and straightforward introduction for students to the world of business research. The skill-building approach provides students with practical perspectives on how research can be applied in real business situations. Maintaining *Uma Sekaran's* popular and accessible style of writing, *Roger Bougie* draws upon his extensive experience of the field to present an up-to-date guide on business research for the aspiring future manager.

The sixth edition has been substantially revised to go beyond the scientific approach and gives students a comprehensive introduction to what constitutes good research. This edition includes a range of new material on alternative approaches to business research, including three new chapters on: The Critical Literature Review, Observation, and Questionnaires. Other chapters on The Broad Problem Area and Defining the Problem Statement, Research Design, Interviews and The Research Report have also been substantially revised.

The new edition also features cases from Europe, Asia and the US to give students a global view of modern business research methods. Examples are drawn from different areas of business - such as human resources management, strategic management, operations management, finance, accounting, and information management - to provide students with a comprehensive overview of the applications of research methods.

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Editorial Review

From the Back Cover

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The seventh edition has been fully revised and updated to include cutting-edge examples and enriched pedagogical features designed to improve student learning outcomes. There is now an increased emphasis on the relationship between the scientific and the pragmatic approaches to research, while the key concepts are explored and applied to real-life research throughout the book.

This book is accompanied by a companion website at www.wiley.com/college/sekaran which offers:

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About the Author

Uma Sekaran (deceased) was Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois, USA.

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