



Research Methods

David Crowther, Geoff Lancaster

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This is the ideal companion for those needing guidance when carrying out a research project in a management or a business-related subject. The text is succinct and concise, written with modular courses in mind for the reader to quickly gain an overall perspective of the fundamental areas and identify the key points that need to be addressed. This clear and practical book also covers the requirements of more general areas of business research and consultancy. New to this edition is a chapter devoted to the analysis of qualitative data - an area many students find they want to focus on. A new accompanying student website also gives practical guidance on some of the problems students face: assistance with writing a research proposal; the structure of a dissertation; collecting data - how much is enough; citing references; links to other resources.

Dissertations and projects form an integral part of many MBA and degree programmes and this text is invaluable when tackling this area for the first time. The authors approach the research task in a step-by-step manner, covering areas such as data collection, observational methods, and data analysis.

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