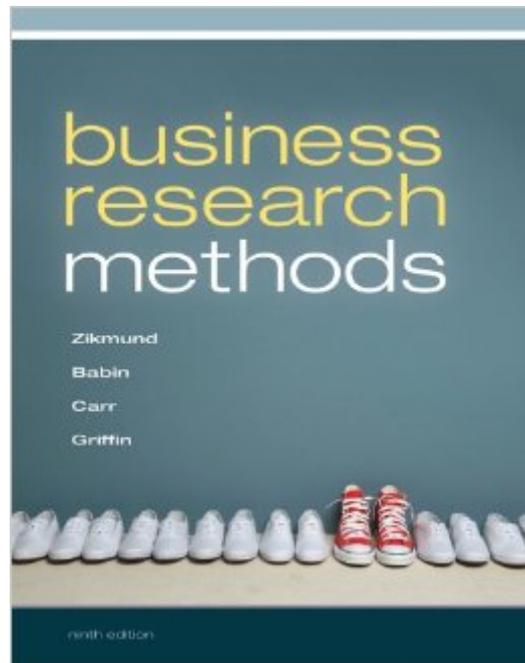


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# Business Research Methods



## Synopsis

This best-selling text continues in its ninth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 9E, is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## Book Information

File Size: 71331 KB

Print Length: 696 pages

Publisher: Cengage Learning; 009 edition (March 12, 2012)

Publication Date: March 12, 2012

Language: English

ASIN: B00B6FKF58

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #275,211 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #64

inÂ Books > Business & Money > Processes & Infrastructure > Research & Development #95

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## Customer Reviews

I had quick review on the book and I read first chapter. I can certainly tell that this book is real amazing in the way describing the process, importance, methodology and step by step of conducting a business research. The book is good for academic people as well as researchers in the field of the market.

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