

Essentials of Business Research: A Guide to Doing Your Research Project

By Jonathan Wilson

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Written specifically for business students, this best-selling, jargon-free textbook highlights each stage of the research process, guiding the reader through actionable steps and explicitly setting out how best to meet a supervisor's expectations.

Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy to follow tips and detailed screenshots and diagrams.

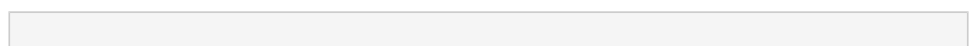
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A must-have title for all business and management students; this is the ideal companion for achieving success in your research project.

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- Sales Rank: #317389 in Books
- Brand: imusti
- Published on: 2014-02-04
- Released on: 2013-03-26
- Original language: English
- Number of items: 1
- Dimensions: 9.13" h x .89" w x 7.32" l, 1.33 pounds
- Binding: Paperback

• 376 pages

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