



## Research Methods for Business and Management: A Guide to Writing Your Dissertation (2nd Revised edition)

By Kevin O'Gorman, Robert MacIntosh

Goodfellow Publishers Limited. Paperback. Book Condition: new. BRAND NEW, Research Methods for Business and Management: A Guide to Writing Your Dissertation (2nd Revised edition), Kevin O'Gorman, Robert MacIntosh, This updated and revised edition offers a comprehensive overview of key research methods and the main choices available when undertaking research in business and management. New to this edition is a comprehensive, practical guide on how to write your dissertation - invaluable to all. It is a clear, concise and practical guide containing wealth of outstanding examples for each method covered. Central to this edition is the 'methods map' (chapter 4), which sets out a logical process for researchers to articulate their position in relation to five key aspects of their research philosophy. In addition, the editors have developed a free app to accompany the book and this enables novice researchers to quickly develop a comprehensive justification of their particular research design in an interactive way. Taking you through the entire life cycle of a dissertation, the text covers everything from the purposes of research through to chapters on gathering primary and secondary data; using literature; quantitative and qualitative research; managing your research; using data and research ethics. Individual chapters are allied...



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