



Research Methods (Paperback)

By Professor Peter Stokes, Tony Wall

Palgrave MacMillan, United Kingdom, 2015. Paperback. Condition: New. 1st ed. 2014. Language: English . Brand New Book. The Business Briefings series offers authoritative introductory textbooks in core business topics. Covering the basics and providing springboards to further study, the books take a no-nonsense practical approach, and are ideal as accessible introductions or as revision guides. This book explains what is required for carrying out a successful research project. Clear and well-structured, it allows students to quickly grasp key concepts in research methodology, taking them through the various stages of developing a dissertation in a step-by-step guide. Key benefits* Provides a concise and cogent guide to a challenging subject area* Provides a step-by-step guide to writing a dissertationProfessor Peter Stokes is Deputy Dean at Chester Business School, University of Chester, UK. Dr Tony Wall is a Senior Lecturer (Associate Professor) at Chester Business School, University of Chester, UK. This book is a masterpiece of clarity. It brings to life research methodology as exciting exploration. Its approach is engaging, stimulating and stretching. The book demystifies research methods and makes them accessible. It is an essential text for all those developing their research approach. - Peter Shaw, University of Chester and Newcastle University, UK...



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