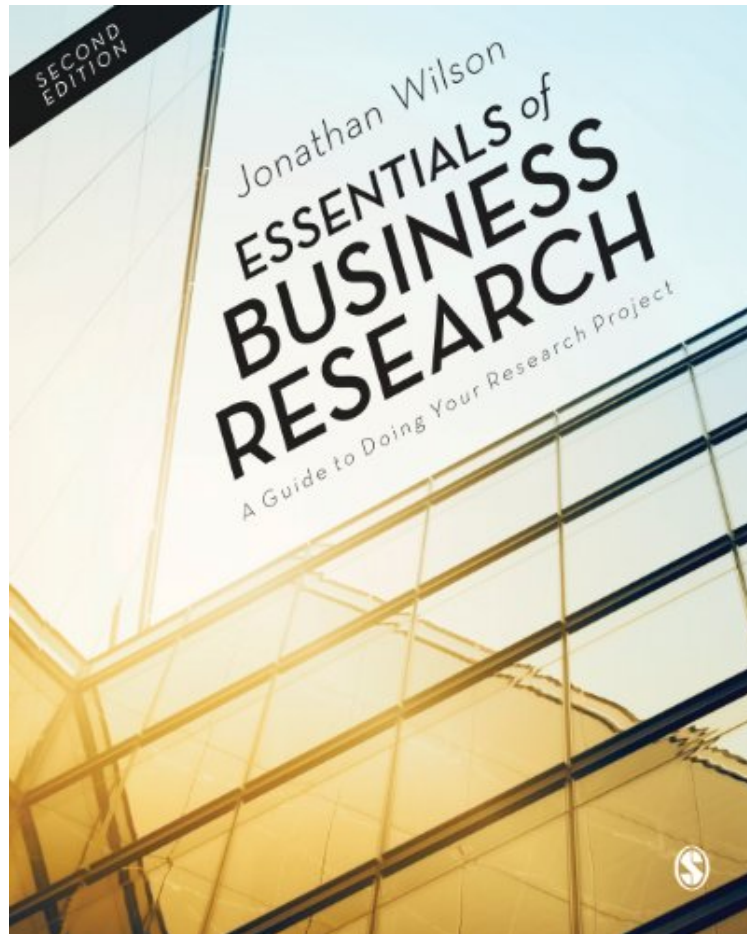


(Get free) Essentials of Business Research: A Guide to Doing Your Research Project

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

Jonathan Wilson

ebooks / Download PDF / *ePub / DOC / audiobook



 Download

 Read Online

#360695 in eBooks 2014-01-20 2014-02-10 File Name: B00I8PNKTM | File size: 49.Mb

Jonathan Wilson : Essentials of Business Research: A Guide to Doing Your Research Project before purchasing it in order to gauge whether or not it would be worth my time, and all praised Essentials of Business Research: A Guide to Doing Your Research Project:

0 of 0 people found the following review helpful. Five StarsBy DaveKoll had to buy it for my masters.0 of 0 people found the following review helpful. Worst book everBy Carlos Eduardo Monsalve c.Worst book ever... the title is about business research, but only has simple references to academic research for students....0 of 0 people found the following review helpful. Five StarsBy Alain ManceraGreat book for starters

Written specifically for business students,nbsp;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 anbsp;topic and write a

proposal, with easy to follow tips and detailed screenshots and diagrams. Key student features include: 'You're the Supervisor' sections - helps students to meet learning objectives 'Common questions and answers' - real-world advice on how to tackle common challenges Examples from different types of international businesses Detailed guidance on software packages such as SPSS Student case studies Annotated further reading Accompanied by a fully integrated companion website designed to support learning. Free to access, it includes author podcasts, guides to online tools, links to downloadable journal articles, examples of completed projects, PowerPoint slides and students' multiple choice questions to test progress. Available on publication: www.uk.sagepub.com/jonathanwilson2e. A must-have title for all business and management students; this is the ideal companion for achieving success in your research project. Lecturers/instructors - request a free digital inspection copy [here](#)

This is a well written and presented book in which the author draws upon substantial experience and knowledge to assist students. Many books in the subject area do little to engage or motivate the student and very few mention the supervision process, in contrast this book successfully manages to provide a practical guide for both students and academic staff alike. --Professor Simon A. Burtonshaw-Gunn, Head of Division: Business, Leadership and Finance (11/29/2013) I provide every student with a copy of Jonathan Wilson's Essentials of Business Research. His interactive approach includes step-by-step processes, thorough explanations, and engaging content; contemporary case studies illustrate each topical chapter within this useful and understandable introductory guide. Once again, Jonathan Wilson has produced a research guide that business students will appreciate and use extensively as they begin or continue their adventures in research. --Bonnie J Bachman, Professor of Economics (11/29/2013) This is a well written and presented book in which the author draws upon substantial experience and knowledge to assist students. Many books in the subject area do little to engage or motivate the student and very few mention the supervision process, in contrast this book successfully manages to provide a practical guide for both students and academic staff alike. (Professor Simon A. Burtonshaw-Gunn, Head of Division: Business, Leadership and Finance 2013-11-29) I provide every student with a copy of Jonathan Wilson's Essentials of Business Research. His interactive approach includes step-by-step processes, thorough explanations, and engaging content; contemporary case studies illustrate each topical chapter within this useful and understandable introductory guide. Once again, Jonathan Wilson has produced a research guide that business students will appreciate and use extensively as they begin or continue their adventures in research. (Bonnie J Bachman, Professor of Economics 2013-11-29) About the Author Dr Jonathan Wilson BA (Hons), PGCE, MA, MSc, DipM, FCIM, MPhil, PhD is Principal Lecturer and Head of Department of Marketing, Strategy and Enterprise at the Lord Ashcroft International Business School, Anglia Ruskin University, Cambridge. He is a Fellow of the Chartered Institute of Marketing and an experienced lecturer in research methods, and has supervised many undergraduate and postgraduate research projects.