

**Specifications:-**

- Research Methods For Business: A Skill-Building Approach Is A Concise And Straightforward Introduction For Students To The World Of Business Research. The Skill-Building Approach Provides Students With Practical Perspectives On How Research Can Be Applied In Real Business Situations.
- Maintaining Uma Sekaran S Popular And Accessible Style Of Writing, Roger Bougie Draws Upon His Extensive Experience In The Field To Present An Up-To-Date Guide On Business Research Which Is Ideal For Aspiring Managers.
- The Seventh Edition Has Been Fully Revised And Updated To Include Cutting-Edge Examples And Enriched Pedagogical Features Designed To Improve Student Learning Outcomes.
- There Is Now An Increased Emphasis On The Relationship Between The Scientific And The Pragmatic Approaches To Research, While The Key Concepts Are Explored And Applied To Real-Life Research Throughout The Book.

Note: Specifications are subject to change, Photos shown above are Indicative, Actual Product can Vary.



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