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BUSINESS RESEARCH METHODS FOURTH EDITION ALAN BRYMAN & EMMA BELL Abbreviations xx About the authors xxii About the students and Supervisors xxiii Guided tour of textbook features xxvi Guided tour of the Online Resource Centre xxviii About the book xxx Acknowledgements xxxvii Chapter 1 The nature and process of business research 3 Introduction 4 What is meant by 'business research'? ...

### **Dr. Sue Greener - Fakulta tělesné výchovy**

Business Research Methods 9 1 Research problems and questions and how they relate to debates in Research Methods Recommended additional reading: Research Methods for Business Students, (Saunders, M, Lewis, P et al 2007) Chapters 1 and 2 11 Chapter Overview 111 Learning Outcomes By the end of this chapter successful students will be able to

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v PREFACE Revising Research Methods for Business for this fourth edition has been an enjoy- able experience As in previous editions, the simple and informal style of pre- senting information has been maintained and the focus on practical skill building

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