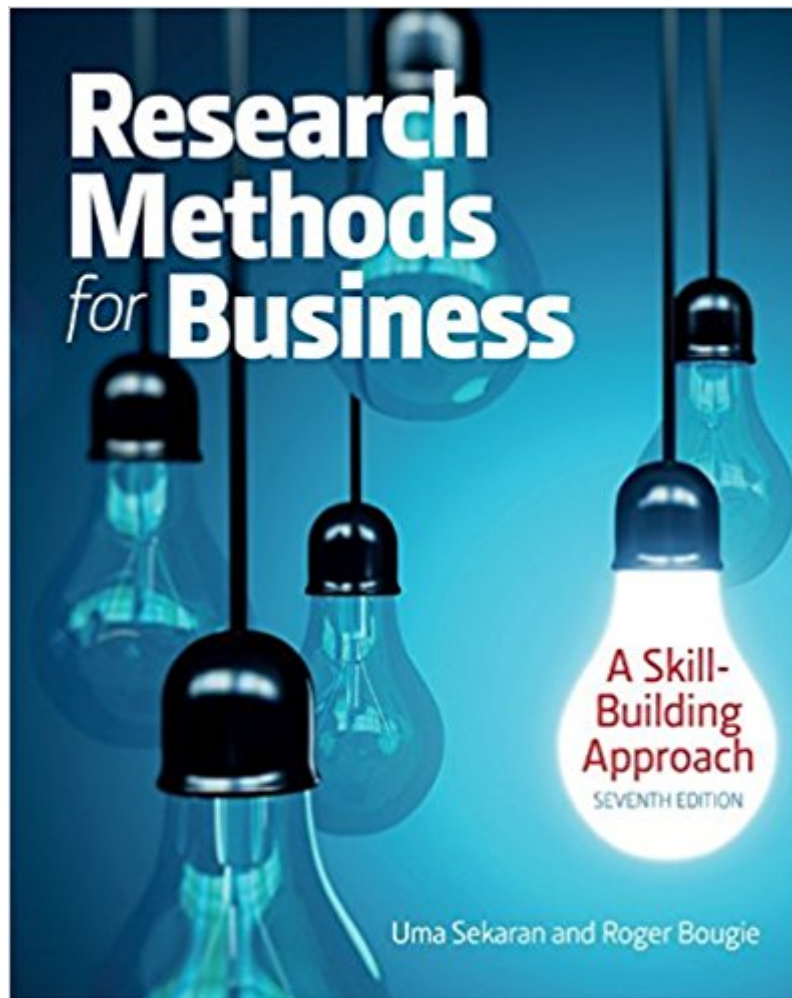




Ebook Directory
the best source of ebook

The book was found

Research Methods For Business: A Skill Building Approach



Synopsis

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.

Book Information

Paperback: 448 pages

Publisher: Wiley; 7 edition (June 27, 2016)

Language: English

ISBN-10: 1119165555

ISBN-13: 978-1119165552

Product Dimensions: 7.2 x 0.8 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 40 customer reviews

Best Sellers Rank: #33,824 in Books (See Top 100 in Books) #16 in Books > Business & Money > Processes & Infrastructure > Research & Development #269 in Books > Business & Money > Education & Reference #446 in Books > Textbooks > Business & Finance > Economics

Customer Reviews

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. This book is accompanied by a companion website at www.wiley.com/college/sekaran which offers: Video material developed by the author, giving further explanation on difficult topics PowerPoint slides for each chapter Additional case studies Lecturer test bank including multiple choice, true/false, short answer and essay questions Data sets Over 250 quiz questions for students' self-study

Uma Sekaran (deceased) was Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois, USA. Dr Roger Bougie is Associate Professor in Business Research Methods, TIAS School for Business and Society (The Netherlands). TIAS is the business school of Tilburg University and Eindhoven University of Technology.

Great information in the book. Got it in good condition as a rental and it got me through the course. As a student at Embry-Riddle Aeronautical University majoring in Aeronautics, I didn't appreciate the subjective and business oriented demeanor of the text. Additionally it seems like the authors were just too wordy and ended up over-complicating simple subjects. If you need this book for class, renting it (IMO) is the way to go.

This book does not have page numbers for the iPad app. If you have assigned reading or are told to refer to whatever page for an example, you cannot go to the page. Terrible feature.

as expected

Great!

The way the information is presented is lacking in depth. The descriptions and explanation are very vague. I could read a chapter and still not have a full understanding of the topic. Also, the index is horrible. There are key words throughout the chapters that aren't in the index, makes for a lot of page flipping. I'm not sure why this text is used by my school.

if you're new to research, this is for you. read this and write better research papers! if you have an idea of how to write a paper, pass on it. nothing new here. for me, it was nothing new and summarized things i already knew. not great for a grad level class but the bee on the cover is a cute

addition.seriously, how do they choose such random cover pictures?"next year, we're putting a bear. after that, a picture of a slinky and some GAK."

Be aware that if you intend to use the "Interactive E-book" that comes with this textbook, the website where you would access the flashcards, extra videos, and e-book text is down. I haven't been able to find an updated website.

The book arrived in excellent condition and shipping was fast! This text is not as good of a teaching aid as I would have hoped for. It's a required college text. Statistics course knowledge is necessary in order to understand all of the concepts in the later chapters.

[Download to continue reading...](#)

Research Methods For Business: A Skill Building Approach Research Methods for Business: A Skill Building Approach (4th Edition) Intarsia Woodworking for Beginners: Skill-Building Lessons for Creating Beautiful Wood Mosaics: 25 Skill-Building Projects Survey Research Methods (Applied Social Research Methods) Case Study Research: Design and Methods (Applied Social Research Methods) Counterfactuals and Causal Inference: Methods and Principles for Social Research (Analytical Methods for Social Research) Mixed Methods Research: A Guide to the Field (Mixed Methods Research Series) Research Methods in Applied Linguistics: A Practical Resource (Research Methods in Linguistics) Nursing Research: Methods and Critical Appraisal for Evidence-Based Practice, 8e (Nursing Research: Methods, Critical Appraisal & Utilization) Fun ACT Prep English and Reading: Skill by Skill: because test prep doesn't have to be boring Building Green, New Edition: A Complete How-To Guide to Alternative Building Methods Earth Plaster * Straw Bale * Cordwood * Cob * Living Roofs (Building Green: A Complete How-To Guide to Alternative) Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Analysing Quantitative Data for Business and Management Students (Mastering Business Research Methods) How to Traumatize Your Children: 7 Proven Methods to Help You Screw Up Your Kids Deliberately and with Skill Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches Essential Mathematics for Political and Social Research (Analytical Methods for Social Research) Essential Mathematics for Political and Social Research

(Analytical Methods for Social Research) by Gill, Jeff published by Cambridge University Press
(2006) Advancing Media Production Research: Shifting Sites, Methods, and Politics (Global
Transformations in Media and Communication Research - A Palgrave and IAMCR Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)