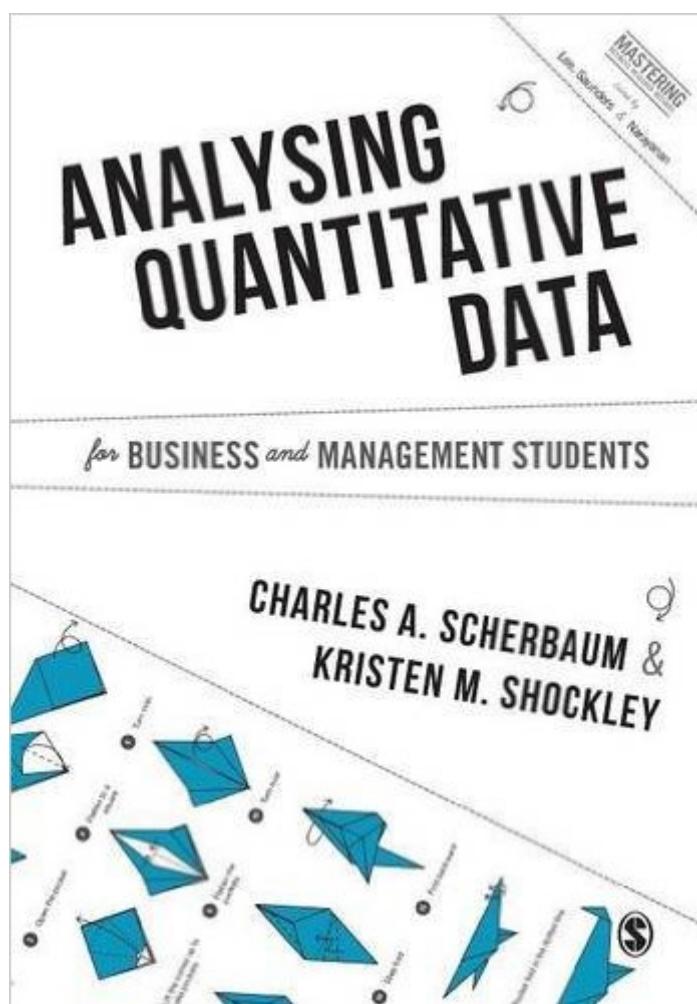


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Analysing Quantitative Data For Business And Management Students (Mastering Business Research Methods)



Synopsis

Part of SAGEâ™s Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to supportÂ researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. In *Analyzing Quantitative Data*, Charles Scherbaum and Kristen Shockley guide you through philosophical and theoretical foundations, basic components of quantitative analysis, conducting quantitative analysis, studies using quantitative analysis and strengths and limitations. The book also includes an appendix of Excel formulas. Ideal for Business and Management students reading for a Masterâ™s degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Watch the editors introduce the Mastering Business Research Methods series and tell you more about the first three books.

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