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Business Research Methods



Synopsis

This best-selling text continues in its ninth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 9E, is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Customer Reviews

I had quick review on the book and I read first chapter. I can certainly tell that this book is real amazing in the way describing the process, importance, methodology and step by step of conducting a business research. The book is good for academic people as well as researchers in the field of the market.

Arrive very fast! The detail in the book is great and easy to understand!

I rented the above book back in fall and i hardly used the book and i returned the book before the dead line it looks like a new one and after a month ,I received an email saying that the Binding damaged and charged \$437.06.I am really upset and frustrated with the way these guys cheated.I rented the books so many times and never had this problem before.I checked so many sites online and this brand new book one costs around \$260.I would never ever rent or purchase any book from this seller.I will start advising all my fellow student not to fell into this kind of trap especially from this seller.

Some important course chapters are missing.

I had to buy this for my college class...

This is a COUNTERFEIT product. I nearly failed my class because pages were missing and that information was from the old version. DON'T make the same mistake I made.

Everything you always wanted ot know about research.

Nice one

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