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Doing Your Business Research Project

John Beech

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DOING *Your* BUSINESS RESEARCH PROJECT



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Workbook tasks help you shape your thoughts on each topic, enabling you to decide your own research question and how you will research it. The importance of various ideas is clearly signposted, helping you prioritise your time according to your needs and goals.
Templates and checklists from the book are also available for download at the Doing Your Business Research Project companion website study.sagepub.com/beech. This interactive guide is ideal for all Business and Management students about to

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"It is very accessible and engaging... in constant dialogue with the concerns of average students. Difficult issues are introduced in an accessible way with a lot of concrete examples."--Klaus Nielsen (10/01/2014)"This is a well structured, comprehensive yet student friendly book that will certainly help business students understand and navigate with much greater clarity the complex phenomenon of research methods. I would recommend this valuable resource to any student who needs to undertake an undergraduate business research project." --Emanuel Gomes" This is the most student-friendly research methods book I have come across. Its strength lies in that it is rigorous and well-informed and it uses everyday accessible language to discuss the various aspects of research - it effectively demystifies the subject. Although the author states that the book is written for under-graduate students it could equally well be used by post-graduate students." --Jan Harwell" I have hardly ever seen anybody else as passionate as John Beech while lecturing about scientific methods to sports management research at our University of Applied Sciences Kufstein in Austria. I truly believe that this book - based on his tremendous knowledge and experience - will be a perfect companion for undergraduate students doing their research projects or theses."--Robert Kaspar-It is very accessible and engaging... in constant dialogue with the concerns of average students. Difficult issues are introduced in an accessible way with a lot of concrete examples.--Klaus Nielsen (10/01/2014)-This is a well structured, comprehensive yet student friendly book that will certainly help business students understand and navigate with much greater clarity the complex phenomenon of research methods. I would recommend this valuable resource to any student who needs to undertake an undergraduate business research project.- --Emanuel Gomes-This is the most student-friendly research methods book I have come across. Its strength lies in that it is rigorous and well-informed and it uses everyday accessible language to discuss the various aspects of research - it effectively demystifies the subject. Although the author states that the book is written for under-graduate students it could equally well be used by post-graduate students.- --Jan Harwell-I have hardly ever seen anybody else as passionate as John Beech while lecturing about scientific methods to sports management research at our University of Applied Sciences Kufstein in Austria. I truly believe that this book - based on his tremendous knowledge and experience - will be a perfect companion for undergraduate students doing their research projects or theses.--Robert Kaspar "It is very accessible and engaginghellip; in constant dialogue with the concerns of average students. Difficult issues are introduced in an accessible way with a lot of concrete examples." (Klaus Nielsen 2014-10-01)"This is a well structured, comprehensive yet student friendly book that will certainly help business students understand and navigate with much greater clarity the complex phenomenon of research methods. I would recommend this valuable resource to any student who needs to undertake an undergraduate business research project." (Emanuel Gomes)"This is the most student-friendly research methods book I have come across. Its strength lies in that it is rigorous and well-informed and it uses everyday accessible language to discuss the various aspects of research - it effectively demystifies the subject. Although the author states that the book is written for under-graduate students it could equally well be used by post-graduate students." (Jan Harwell)"I have hardly ever seen anybody else as passionate as John Beech while lecturing about scientific methods to sports management research at our University of Applied Sciences Kufstein in Austria. I truly believe that this book ndash; based on his tremendous knowledge and experience - will be a perfect companion for undergraduate students doing their research projects or theses." (Robert Kaspar)About the AuthorJohn Beech MA MBA PhD FRSA is an academic researcher and lecturer specialising in Sport Management Event Management and Tourism Management, at the University of Coventry.