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Sinopsis

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This practical, step-by-step guide shows business students how to successfully conduct a research project, from choosing the topic to presenting the results. The book is divided into sections on preparing and planning the project, undertaking the research, and communicating the results. The authors have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions. Unique to this book is the inclusion of chapters on topics such as supervision, group work and ethics, and both qualitative and quantitative data analysis.

This student-friendly guide will be ideal for supporting undergraduate research projects in business and management, as well as MBA assignments and other graduate classes in applied fields such as public administration and health care administration