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The Third Edition of Research Methodology: A Step-by-Step Guide for Beginners integrates various quantitative and qualitative methodologies into eight practice-based-steps, providing lots of examples throughout to link theory with practice. Written specifically for students with no previous experience of research and research methodology, the writing style is simple and clear and the author presents this complex subject in a straightforward way that empowers readers to tackle research with confidence. The book has been revised and updated to include extended coverage of qualitative research methods in addition to existing comprehensive coverage of quantitative methods. There are also brand new learning features such as reflective questions throughout the text to help students consolidate their knowledge.