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Business Research Methods, Third Edition, is a practical and comprehensive guide for business and management students embarking on research projects. The authors, along with students and supervisors, draw on their own experiences so that students can take note of real-world professional tips for success and avoid making common mistakes. Each chapter is filled with examples that provide context for the theories and concepts being discussed. In addition, "Student Experience" features offer helpful advice on successful research strategies and potential pitfalls.

A Companion Website offers resources for both students and instructors.