

[PDF] Essentials Of Business Research A Guide To Doing Your Research Project

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Essentials of Business Research-Jonathan Wilson 2010-04-20 Essentials of Business Research: A Guide to Doing Your Research Project is a concise, student-friendly text that cuts through the jargon of research methods terminology to present a clear guide to the basics of methodology in a business and management context. This extremely accessible book is informed throughout by the use of clear case studies and examples that serve to bring the research process to life for student readers. Unusually for a Methods text, Wilson also explicitly considers the importance of the supervisor in the dissertation process, and explains for the reader what lecturers are looking for from their students at every stage of the process in a good research project. This book aims to guide the student through the entire research process by using actual student case examples and explaining the role of the supervisor and how to meet their expectations. Key features include: - 'You're the Supervisor' sections - helps students to meet their learning outcomes; - 'Common questions and answers' - provides students with an invaluable point of reference for some of the challenges they are likely to face while undertaking their research project; - Comprehensive section on ethical issues students need to consider when undertaking their research project; - A full student glossary. - The book is packed throughout with student-friendly features such as helpful diagrams, student case studies, chapter objectives, annotated further reading sections and summary and references at the end of each chapter. Essentials of Business Research is accompanied by a companion website containing an array of material for lecturers and students including: multiple choice questions to enable students to test their knowledge and progress; chapter-by-chapter links to academic journal articles demonstrating each method's application; chapter-by-chapter links to youtube resources to provide further context; chapter-by-chapter powerpoint slides to help lecturers and students.

Essentials of Business Research- Joseph F. Hair, Jr 2015-03-04 Managers increasingly must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? Essentials of Business Research Methods provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include such critical topics as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only such book that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive and much easier to understand than in other works. The book features a realistic continuing case throughout the text that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as Ethical Dilemma mini - cases, and interactive Internet applications and exercises.

Essentials of Business Research-Jonathan Wilson 2014-01-20 Written specifically for business students, this best-selling, jargon-free textbook highlights each stage of the research process, guiding the reader through actionable steps and explicitly setting out how best to meet a supervisor's expectations. Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy to follow tips and detailed screenshots and diagrams. Key student features include: 'You're the Supervisor' sections - helps students to meet learning objectives 'Common questions and answers' - real-world advice on how to tackle common challenges Examples from different types of international businesses Detailed guidance on software packages such as SPSS Student case studies Annotated further reading Accompanied by a fully integrated companion website designed to support learning. Free to access, it includes author podcasts, guides to online tools, links to downloadable journal articles, examples of completed projects, PowerPoint slides and students' multiple choice questions to test progress. Available on publication: www.uk.sagepub.com/jonathanwilson2e. A must-have title for all business and management students; this is the ideal companion for achieving success in your research project. Lecturers/instructors - request a free digital inspection copy here

The Essentials of Business Research, Second Edition (Paperback-4C)-Lawrence Silver 2017-09

Essentials of Business Research Methods-Joe F. Hair Jr. 2019-12-01 In an era of big data and data analytics, how can managers make decisions based on almost unlimited information, not to mention hire and retain individuals with the required data analytics skills? The new 4th edition of Essentials of Business Research Methods explains research methods and analytical techniques for individuals who aren't data scientists. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions. They include critical topics, such as the increasing role of online research; ethical issues; privacy matters; data analytics; customer relationship management; how to conduct information-gathering activities more effectively in a rapidly changing business environment, and more. This is also the only text that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive as well as much easier to understand than in other texts. A realistic continuing case used throughout the book, applied research examples, and ethical-dilemma mini cases enable upper-level undergraduate and postgraduate students to see how business research information is used in the real world. This comprehensive textbook is supported by a range of online resources, including instructors' manuals, PowerPoint slides, and test banks.

Essentials of Business Research Methods-Joseph F. Hair 2003 This book covers the essentials of business research for managers. It includes coverage of the increasing role of knowledge management as well as how to conduct information-gathering activities more effectively in a rapidly changing business environment. Because managers increasingly must make decisions based on almost unlimited information in data warehouses, this text provides substantially more coverage of data analysis than other texts. The authors recognize that most managers will not be data analysts. The straightforward, hands-on approach will make the book particularly successful in teaching advanced undergraduates and MBA students, both traditional and executive.

The Essentials of Business Research Methods-Joe F. Hair Jr. 2015-08-14 Increasingly, managers must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? Essentials of Business Research Methods provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include critical topics, such as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only text that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive, and much easier to understand than in other texts. The book features a realistic continuing case throughout that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as ethical dilemma mini cases, and exercises.

Essentials of Business Analytics-Bhimsankaram Pochiraju 2019-07-10 This comprehensive edited volume is the first of its kind, designed to serve as a textbook for long-duration business analytics programs. It can also be used as a guide to the field by practitioners. The book has contributions from experts in top universities and industry. The editors have taken extreme care to ensure continuity across the chapters. The material is organized into three parts: A) Tools, B) Models and C) Applications. In Part A, the tools used by business analysts are described in detail. In Part B, these tools are applied to construct models used to solve business problems. Part C contains detailed applications in various functional areas of business and several case studies. Supporting material can be found in the appendices that develop the pre-requisites for the main text. Every chapter has a business orientation. Typically, each chapter begins with the description of business problems that are transformed into data questions; and methodology is developed to solve these questions. Data analysis is conducted using widely used software, the output and results are clearly explained at each stage of development. These are finally transformed into a business solution. The companion website provides examples, data sets and sample code for each chapter.

The Essentials of Marketing Research-Lawrence S. Silver 2013 Identifying and assessing the ways in which changes in the marketing mix affect consumer behavior is key to a successful marketing strategy. The Essentials of Marketing Research guides the student in designing, conducting and interpreting marketing research. This comprehensive textbook covers the full range of topics, including: Secondary research and data mining Internet marketing research Qualitative and exploratory research Statistical analysis Marketing research ethics With learning objectives at the beginning of each chapter, a host of cases and a comprehensive companion website, this book offers a range of tools to help students develop and test their research and analytical skills.

Essentials of Marketing Research-Kenneth E. Clow 2013-01-09 Essentials of Marketing Research: Putting Research into Practice, an exciting new practical guide by Kenneth E. Clow and Karen E. James offers a hands-on, applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results. Each chapter opens by describing an actual research study related to the chapter content, with rich examples of contemporary research practices skillfully drawn from interviews with marketing research professionals and published practitioner studies. Clow and James explore the latest research techniques, including social media and other online methodologies, and they examine current statistical methods of analyzing data. With emphasis on how to interpret marketing research results and how to use those findings to make effective management decisions, the authors offer a unique learning-by-doing approach to understanding data analysis, interpreting data, and applying results to decision-making.

Essentials of Marketing Research-Joseph F. Hair 2013 "Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives students a strong command of market research principles, while being short enough to use alongside cases or projects."-Publisher's website.

Business Research Methods, 12/e (SIE)-Donald R. Cooper 2018-07-21 We are delighted to present the twelfth edition of Business Research Methods. This edition continues to equip the readers with richest and most comprehensive knowledge and skills involved in the basic research process. Real-world examples, decision-making processes and industrial expertise are evident by way of Snapshots, CloseUps, PicProfiles and Cases found throughout the text. Managerial decision-making is the underlying theme which includes discussion of the business contexts, statistical analysis of the data, survey methods, and reporting and presentation of the data. Plethora of web supplements contain Written Cases, Video Cases, Web Exercises, Articles, Samples, Student Sample Projects, Solutions Manual, etc. Salient Features: - NEW! Reader-friendly structure - NEW! More than 15 Cases about hospital services, data mining, new promotions, etc. - Market-leading coverage of questionnaire design and web-based survey techniques - NEW! Indian and Asian examples to illustrate various concepts, framework, and decision-making tools - NEW! Updated pedagogy with additional examples solved using computer-based analytical methods (SPSS). 200+ true/false and multiple-choice questions

Essentials of Marketing Research, 2nd Edition with SPSS 17.0-V. Kumar 2009-02-24

Business Research-Donald R. Cooper 2018-08-24 A concise, simplified approach to the research process in business and management, guiding students step-by-step through their research project, from exploring questions and problems, to designing the research, and lastly, writing the results. Chapters include a design matrix and three sets of questions by research objective to help identify the designs that are appropriate for a project and why. There are also seven road marker activities -exploring, planning, creating, conducting, collecting, analyzing, and writing - directing students from one milestone to the next. Key features include: Statistical Decision Trees enabling students to bypass the typical statistics chapters and select the appropriate analysis based on prior learning Global narrative highlighting a wide spectrum of business research challenges. An APA style how-to guide with over 26 exhibits that includes writing examples using permissions for articles and a 2016 thesis. Qualitative research and mixed designs. Real world case studies blending business research within the context of successful organizations. The book is supported by online resources for instructors and students, including: PowerPoint slides, an instructor's manual, author selected videos, cases and data sets from SAGE SRM. Suitable for Business and management students undertaking a research project or research paper.

Essentials of Marketing Research-Barry J. Babin 2015-03-10 ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips students with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artificial online data. Designed specifically for instructors who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text features updates based on recent trends and technology, including an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business Statistics I Essentials-Louise Clark 2014-05-01 REA's Essentials provide quick and easy access to critical information in a variety of different fields, ranging from the most basic to the most advanced. As its name implies, these concise, comprehensive study guides summarize the essentials of the field covered. Essentials are helpful when preparing for exams, doing homework and will remain a lasting reference source for students, teachers, and professionals. Business Statistics I includes descriptive statistics, introduction to probability, probability distributions, sampling and sampling distributions, interval estimation, and hypothesis testing.

Exam Prep for: The Essentials of Business Research Methods-

Essentials of Marketing Research-Tony Proctor 2005 'Essentials of Marketing Research' provides a concise introduction to a subject rapidly evolving, not least through the impact of developments in information technology. New to this edition are qualitative data analysis and marketing decision-support systems.

Business Research Methods and Statistics Using SPSS-Robert P Burns 2008-11-20 Ideal for those with a minimum of mathematical and statistical knowledge, Business Research Methods and Statistics Using SPSS provides an easy to follow approach to understanding and using quantitative methods and statistics. It is solidly grounded in the context of business and management research, enabling students to appreciate the practical applications of the techniques and procedures explained. The book is comprehensive in its coverage, including discussion of the business context, statistical analysis of data, survey methods, and reporting and presenting research. A companion website also contains four extra chapters for the more advanced student, along with PowerPoint slides for lecturers, and additional questions and exercises, all of which aim to help students to: - Understand the importance and application of statistics and quantitative methods in the field of business - Design effective research studies - Interpret statistical results - Use statistical information meaningfully - Use SPSS confidently

Management and Business Research-Mark Easterby-Smith 2015-04-21 Now in its Fifth Edition, this much-loved text offers theoretical and philosophical depth as well as insights into practice. The text covers the entire research process in an accessible way and provides critical, thoughtful treatment of important issues like ethics and politics, making it an invaluable companion for any business and management student New to the Fifth Edition: Expanded to include examples from across business and management including Marketing, International Business and Psychology Up-to-date, international examples and cases from a range of countries Introductory chapter looks at writing proposals in detail Chapter on the literature review now includes how to critically review Move towards new technologies and social media including discussion of wikis and cloud sourcing Improved structure and flow, with three chapters on qualitative methods and three on quantitative methods Additional practical exercises which are linked to key research tasks throughout The companion website (https://edge.sagepub.com/easterbysmith) offers a wealth of resources for both lecturers and students including, for lecturers, an instructor's manual and PowerPoint slides and, for students, author podcasts, journal articles, web links, MCQs, datasets and a glossary.

Essentials of Research Methods in Health, Physical Education, Exercise Science, and Recreation-Kris E. Berg 2008 Explores a range of basic topics covered in research courses in exercise science, kinesiology, and physical education. This work provides the information and skills needed to write effective research proposals and theses; and understand how to conduct basic studies in health, physical education, exercise science, athletic training, and recreation.

Essentials of Marketing Research-Naresh K. Malhotra 2015-06-15 For courses in Marketing Research at two- and four-year colleges and universities An engaging, do-it-yourself approach to marketing research Essentials of Marketing Research: A Hands-On Orientation presents a concise overview of marketing research via a do-it-yourself approach that engages students. Building on the foundation of his successful previous titles-Basic Marketing Research: Integration of Social Media and Marketing Research: An Applied Orientation-author Naresh Malhotra covers concepts at an elementary level, deemphasizing statistics and formulas. Sensitive to the needs of today's undergraduates, Malhotra integrates online and social media content, and provides current, contemporary examples that ground course material in the real world. This text provides a better teaching and learning experience-for you and your students. It will help you to: • Give students a framework for understanding: A clear framework helps students grasp marketing research principles, as well as the relationship between marketing research and management. • Emphasize practical applications: A do-it-yourself approach and detailed real-world cases let students see how marketing research is actually conducted. • Foster interest through contemporary content: Current examples and an emphasis on online market research and social media helps students understand the relevance of course material. • Enable student success via learning aids: Various tools, throughout the text and at the end of each chapter, support students as they learn and review.

Exam Prep for: Essentials of Business Research Methods-

Essentials of Behavioral Research-Robert Rosenthal 1991 This is a classic advanced undergraduate/graduate text in research methods which requires statistics as a prerequisite. The first half of the text concentrates on research methods and the second half introduces students to advanced statistical procedures.

Essentials of Social Research-Linda Kalof 2008-10-01 "Essentials of Social Research is a well-balanced and engaging treatment of the many facets of doing research. Capturing a trend toward the use of multiple methods and perspectives, the authors weave theoretical insights with interesting findings and applications on a variety of topics. Their use of common examples from one chapter to the next is an innovative way of conveying the value of a multi-method approach to inquiry. And, they let us in on a secret shared by many researchers, which is that research is fun and we enjoy doing it. There is something here for students across the spectrum of the social and behavioural sciences." Daniel Druckman, George Mason University and the University of Queensland, Australia "Clearly written, well-thought out and logically organized, the book is an ideal text for all undergraduate courses. ... I particularly like the book's thoughtful discussion of the quantitative/qualitative debate. The authors are even-handed about the strengths and weaknesses of the methods, noting that each is appropriate some of the time, neither is appropriate all of the time and the best empirical research often combines the approaches. ... Finally, the application problems at the end of each chapter are so well thought out that a faculty member need not spend hours developing the basic homework assignments and can focus on designing appropriate research project for the students." Helen Roland, University of California, USA "What is meant by 'the scientific method'? How do I go about collecting data? Should I use qualitative methods, quantitative methods, or both? Essentials of Social Research is an introductory text designed to provide straightforward, clear answers to the key questions students have about research methods. Written for those with no prior background in social research methodology, it covers the fundamentals of social research, including: types of research, reasoning and data, basic logic of quantitative and qualitative inquiry, major data collection strategies, and the assessment of research findings. In addition, this handy guide: Offers ongoing exercises to illustrate the text material Covers basic critical thinking skills Emphasizes the complementary contributions of quantitative and qualitative methods Provides examples of research from published literature Essentials of Social Research is key reading for all undergraduate social scientists undertaking research.

Doing Research in the Real World-David E Gray 2004-05-25 Practically-focused throughout, Doing Research in the Real World encourages the reader to develop an awareness of the real nature of research, and the means by which data can be collected, validated and interpreted. David Gray equips readers with the skills necessary to design and implement their own research project. The book covers all the essential aspects of actually doing research, and provides coverage of both quantitative and qualitative methods and deals with all the main elements of the research process and the design of appropriate research tools.

Essentials of Rehabilitation Research-Richard P Di Fabio 2012-09-07 Enhance your clinical practice and your understanding of rehabilitation literature through applied statistics! Step-by-step, this interactive learning experience makes clinically relevant statistical procedures easier to understand, organize, interpret, and use when evaluating patients and the effectiveness of your practice. Only statistical procedures with direct clinical application have been selected to guide you through patient assessments, selecting the best tools for your practice, enhancing your understanding of predicting prognosis and responders to treatment, and outlining a method to critique clinical practice guidelines. With this reader-friendly, real-world approach you'll be able to meet the need for evidence to support your practice, gain a deeper understanding of clinical research, and systematically evaluate patient outcomes.

Qualitative Consumer and Marketing Research-Russell Belk 2012-12-14 Electronic Inspection Copy available for instructors here - How is qualitative marketing and consumer research conducted today? What is rigorous research in this field? - What are the new, cutting edge techniques? Written for students, scholars, and marketing research practitioners, this book takes readers through the basics to an advanced understanding of the latest developments in qualitative marketing and consumer research. The book offers readers a practical guide to planning, conducting, analyzing, and presenting research using both time-tested and new methods, skills and technologies. With hands-on exercises that researchers can practice and apply, the book leads readers step-by-step through developing qualitative researching skills, using illustrations drawn from the best of recent and classic research. Whatever your background, this book will help you become a better researcher and help your research come alive for others.

Essentials of Transdisciplinary Research-Patricia Leavy 2016-05-23 Transdisciplinary research is issue-driven, addressing contemporary social questions from a range of critical theoretical perspectives unhampered by the theoretical and methodological restrictions of traditional disciplinary boundaries. In this brief, informative guide, Patricia Leavy shows how a transdisciplinary approach can produce more effective results for researchers hoping to ameliorate social problems and foster social justice. Leavy demonstrates the value of transdisciplinary approaches in mixed methods design, and how trans approaches actually help fulfill the promises and goals of mixed methods research. She explains its relationship to multi-disciplinary and interdisciplinary research and its value in community-based and arts-based research projects. Providing the key principles and methods needed to conduct a transdisciplinary study, Leavy also offers numerous examples from multiple research sectors to show its effectiveness. Ideal as a brief introductory text for students engaged in this style of research.

Business Research Methods-Alan Bryman 2015-03-26 A complete introduction to doing business research, Business Research Methods is the ideal guide for students embarking on a research project. Together with real students and supervisors, the authors draw on their own extensive experience to give readers tips for success and provide advice to help them avoid common mistakes. Developed specifically with business and management students in mind, this bestselling textbook explores the nature and purpose of business research and the issues it entails, while also providing students with practical advice on carrying out their research. In addition to a broad range of relevant case studies, the book features a substantial discussion of ethics, a chapter on internet research methods, and a strong emphasis on practical content such as planning a project and writing it up. With a new chapter on the nature of business research that explains why an understanding of research methods is so important to the broader study of business and management, and a new chapter on sampling in qualitative research, Business Research Methods remains the book of choice to help you build a full understanding of the subject.New to this editionA new introductory chapter on the nature of business research explains to students the relevance and importance of studying research methods, while also considering the 'messiness' of business research by giving guidance to students on how to proceed if things do not go to plan.A new chapter on sampling in qualitative research complements the existing chapter on sampling in quantitative research, providing full coverage of this important topic.New material on the use of technology in research, including the use of Skype for interviewing and work blogs as sources of data, keeps the book fully up-to-date with the latest trends in research methods.New coverage of shadowing in organizations, experience and event sampling, thematic analysis, and global and multi-site ethnography.Increased coverage of writing for academic audiences and mixed-methods research.Fully updated to include coverage of SPSS 22.

Essentials of Clinical Research-Stephen P. Glasser 2014-06-02 In its extensively revised and updated Second Edition, this book provides a solid foundation for readers interested in clinical research. Discussion encompasses genetic, pharmacoepidemiologic and implementation research. All chapters have been updated with new information and many new tables have been added to elucidate key points. The book now offers discussion on how to handle missing data when analyzing results, and coverage of Adaptive Designs and Effectiveness Designs and new sections on Comparative Effectiveness Research and Pragmatic Trials. Chapter 6 includes new material on Phase 0 Trials, expanded coverage of Futility Trials, a discussion of Medical Device approval, Off Label Drug use and the role of the FDA in regulating advertising. Additional new information includes the role of pill color and shape in association with the placebo effect and an examination of issues surrounding minority recruitment. The final chapter offers a new section on manuscript preparation along with a discussion of various guidelines being adopted by journals: CONSORT, STROBE, PRISMA, MOOSE and others; and coverage of Conflicts of Interest, Authorship, Coercive Citation, and Disclosures in Industry-Related Associations. Building on the strengths of its predecessor in its comprehensive approach and authoritative advice, the new edition offers more of what has made this book a popular, trusted resource for students and working researchers alike.

Essentials of Business Processes and Information Systems-Simha R. Magal 2009-01-07 This supplement text bridges the gap between the fundamentals of how businesses operate (processes) and the tools that business people use to accomplish their tasks (systems). The authors have developed this text for an introductory MIS or general business course to establish a fundamental understanding of business processes. Business students, regardless of their functional discipline, will be able to apply the real-world concepts discussed in this text immediately upon entering the workforce. As more and more businesses adopt enterprise systems globally, it becomes increasingly important for business schools to offer a process-based curriculum to better reflect the realities of modern business. Given the integration of business operations and enterprise systems, Magal and Word have designed this text to reflect, in a practical and accessible format, how real-world business processes are managed and executed.

Essentials of Marketing Research-William R. Dilln 1993-01-01

Essentials of Nursing Research-Denise F. Polit 2010 Essentials of Nursing Research is designed to teach students how to read, understand, analyze, and evaluate research reports in nursing practice. The Seventh Edition has been updated with stronger coverage of evidence-based practice, including content on how to read, interpret, and critique systematic reviews, which are considered by many to be a cornerstone of evidence-based practice. Also included in the Seventh Edition: a more balanced presentation of medical and social science methods and nomenclature; enhanced coverage of qualitative research; and more.

Essentials of Business Ethics-Denis Collins 2009-05-04 Providing practical examples and best practices, this book explains how to create an effective culture relevant to every organization or company and focuses on such topics as determining the ethics of job candidates, ethical decision making and leadership, diversity training, environmental management, community outreach, and much more.

WIE Essentials of Business Research-Joe F. Hair Jr. 2003

Essentials of Statistics for Business and Economics-David R. Anderson 2017-03-14 Trust the market-leading ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 8E to introduce sound statistical methodology using real-world examples, proven approaches, and hands-on exercises that build the foundation readers need to analyze and solve business problems quantitatively. This edition gives readers the foundation in statistics needed for an edge in today's competitive business world. The authors' signature problem-scenario approach and reader-friendly writing style combines with proven methodologies, hands-on exercises, and real examples to take readers deep into today's actual business problems. Readers learn how to solve problems from an intelligent, quantitative perspective. Streamlined to focus on core topics, this new edition provides the latest updates with new case problems, applications, and self-test exercises to help readers master key formulas and apply statistical methods as they learn them. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Essentials of Writing Biomedical Research Papers. Second Edition-Mimi Zeiger 1999-10-21 Provides immediate help for anyone preparing a biomedical paper by given specific advice on organizing the components of the paper, effective writing techniques, writing an effective results sections, documentation issues, sentence structure and much more. The new edition includes new examples from the current literature including many involving molecular biology, expanded exercises at the end of the book, revised explanations on linking key terms, transition clauses, uses of subheads, and emphases. If you plan to do any medical writing, read this book first and get an immediate advantage.

Business Class-Jacqueline Whitmore 2005-07 Citing the importance of people skills over technical knowledge in today's business world, a guide on how to succeed in a competitive marketplace covers such topics as how to conduct oneself during meetings, communicating effectively in the electronic age, and observing proper etiquette in the international arena.

Essentials of Social Science Research Methodology-Erik Stavnsager Rasmussen 2006 Research is the systematic process of planning, investigating, and understanding a phenomenon in order to find answers to specific questions. This book describes and explains the essential foundations of the research process in the social sciences. It is guided by the notion that there is no such thing as one general "best" method, but that the choice of method depends upon the research problem and the purpose of the research. Key features of the book include: -- setting the stage from a philosophy of science perspective that emphasizes the need to choose the appropriate frame of reference for a given research problem - describing the mindset that is necessary to work in a scientific way and the rules that apply, regardless of whether the researcher is a first year student or writing a Ph.D - explaining the importance of theories, models, and methods for a systematic approach to literature reviews, use of secondary data, and empirical investigations -- introducing the fundamental characteristics of qualitative and quantitative methods and their implications for data collection and analysis -- clarifying the issues of verification and reflection in the evaluation of research studies

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