



# Essentials of Business Research: A Guide to Doing Your Research Project

By Jonathan Wilson



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By Jonathan Wilson

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
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A must-have title for all business and management students; this is the ideal companion for achieving success in your research project.

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