



## Business Research Methods

By Alan Bryman, Emma Bell

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*Business Research Methods* is an exciting new text which provides a comprehensive introduction to area of business research methods. This book is an adaptation of the highly successful 'Social Research Methods' by Alan Bryman. The book gives students an assessment of the contexts within which different methods may be used and how they should be implemented. It covers both quantitative and qualitative research and assesses the significance of this very distinction. In addition to giving a thorough introduction to the practice of business research, the book relates issues of research method to wider issues within the business and management field, such as the links between theoretical traditions and the research approach. In an accessible and student friendly manner, the book shows students how to go about doing their own research projects and how to write up their research. The book contains up-to-date empirical research examples so providing a text, which carefully mixes theoretical issues with practical applications. The book has a colorful and easy to navigate text design and contains a number of student learning features, including case study material, reader's guides, student exercises, vignettes and end of chapter questions.

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#### **Review**

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#### **About the Author**

Professor Alan Bryman is Professor of Social Research at Loughborough University Emma Bell is lecturer in Organisational Behaviour at Warwick Business School, University of Warwick

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