



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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Editorial Review

Review

I have just started looking at the lecturer resources on the online resource centre and I would like to say how good I think they are. The book is excellent and these resources augment it well. They will be really useful as they combine clarity with brevity - not a common characteristic of many support sites. Malcolm Young, University of Lincoln 'the book provides the clearest treatment of ontological and epistemological issues that I have seen in a student text.' Professor Tony Watson, Professor of Organizational and Managerial Behaviour, Nottingham Trent University 'While many texts in this field are brief and superficial, emphasizing authors' biases, Alan and Emma cover the range of qualitative and quantitative methods and epistemological debates.' Professor David A. Buchanan, Professor of Organizational Behaviour, Leicester Business School, De Montfort University 'This near-encyclopaedic treatment will prove invaluable to students of research methods and to those seeking practical help with a business research project. The volume is packed with useful examples and it offers a balanced consideration of the array of available methods.' John Storey, Professor of Management, The Open University Business School

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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