

Business Transformation Management Methodology And Business Transformation Essentials

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provides students with everything needed to design and conduct a case study project templates are supplied clearly demonstrating case study protocol and how to report a case study a highly accessible concise and comprehensive text for case study methodology

research methods in business studies a practical guide third edition pervez ghauri and kjell gronhaug this clearly written introduction is ideal for business students taking a course in research methods or undertaking their first dissertation or report on a work placement project written in a concise and accessible style it demonstrates the importance of a scientific approach to business research and problem solving projects it shows students how to formulate a problem choose a research method argue and motivate and how to collect analyse and present the data key features provides guidelines to formulate a research problem preparing students to fully understand the questions and objectives before undertaking research explains the importance of methods and models to equip students with a systematic approach in thinking executing and writing evaluates different qualitative and quantitative methods and their consequences on data collection and analysis so that students can choose the most appropriate research method for a given situation offers clear guidelines about structuring clear concise and relevant reports contains detailed discussion of research theories and their practical application in business this edition has extended coverage of international and cross cultural research more examples from real dissertations and research projects from diverse areas of business such as hr and accounting and a new chapter on qualitative research and the software used to analyse data a concise clear and comprehensive introduction to research methods which equips students with a systematic approach to business research dr pervez ghauri is professor of international business at manchester business school the university of manchester uk dr kjell gronhaug is professor of business studies at the norwegian school of economics and business administration bergen norway

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using real life case studies and written with a student centered approach this new text provides students with the necessary knowledge and skills to enable them to undertake a piece of business research making the best use of it where appropriate

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this concise but comprehensive book explains the importance of a scientific approach to business research and problem solving projects

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