

Researching And Writing A Dissertation A Guidebook For Business Students

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this book clearly approaches the 21st century skills issue hands on reflective thorough a definite must have for students professionals and he institutions nieke campagne careers policy advisor leiden university the netherlands whether you are about to embark on your

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this book is a clear and accessible guide to the key terminology used in academic business research tailored to meet the needs of students across business and management disciplines this dictionary provides concise jargon free definitions supported by real world business examples organised alphabetically and designed for ease of reference the book covers essential concepts from across the research process including methodology data analysis ethics and philosophical approaches it offers clear explanations and practical examples that assist students and researchers in confidently applying research terms in academic and professional contexts with its focus on clarity relevance and academic rigour this book supports learners at all levels from undergraduate to postgraduate in developing confidence and fluency in the language of research

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kingsley o'omeihe is an associate professor for marketing and small business at the university of the west of scotland prof christian harrison is a professor of leadership and enterprise at the university of bolton

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an easy to follow guide for business and management students undertaking an extended research project covering the entire process from start to finish

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