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brings the theory philosophy and techniques of research to life and enables students to understand the relevance of the research methods this book helps you learn from worked examples and case studies based on real student research illustrating what to do and what not to do in your project

quantitative methods for business the a z of qm will enable readers to appreciate the significance of quantitative methods for businesses and the study of business understand and apply a wide range of quantitative techniques select appropriate quantitative techniques for data analysis problem solving and decision making interpret and communicate the results of quantitative analysis

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

managers increasingly must make decisions based on almost unlimited information how can they navigate and organize this vast amount of data essentials of business research methods provides research techniques for people who aren t data analysts the authors offer a straightforward hands on approach to the vital managerial process of gathering and using data to make clear business decisions they include such critical topics as the increasing role of online research ethical issues data mining customer relationship management and how to conduct information gathering activities more effectively in a rapidly changing business environment this is the only such book that includes a chapter on qualitative data analysis and the coverage of quantitative data analysis is more extensive and much easier to understand than in other works the book features a realistic continuing case throughout the text that enables students to see how

business research information is used in the real world it includes applied research examples in all chapters as well as ethical dilemma mini cases and interactive internet applications and exercises

master s thesis from the year 2015 in the subject business economics miscellaneous grade 1 university of vienna institut für betriebswirtschaftslehre course e business language english abstract the era of information technologies hereafter it has lead to a shift from exchanging goods to services and at the same time to a tremendous increase of companies operating in the field of electronic business as continuous changes of the environment take place in this field it is crucial for the companies to come up with new technologies and solutions on a regular basis oliveira et al 2002 this complex condition leads to on going development adaptation and maintenance of eservices which are seen as a central part of any electronic business activity due to their contribution to interactivity connectivity increase of customer satisfaction as well as mass customization sheth and sharma 2007 succeeding in these mentioned tasks guarantees long term benefits for the companies helps them to achieve their stated targets as well as to retain a strong competitive advantage which is of a great importance however eservices need to be managed properly in order to really be a benefit for the company one of these fundamental management tasks includes the continuous business value assessment of eservices which is not only suitable for the calculation of the business value but is also able to indicate whether the eservice contributes to the achievement of the company s key performance indicators and how well it performs the assessment of eservices business value is conducted using appropriate methods and metrics which lies the midpoint of this master thesis examination

each chapter is filled with examples that provide context for the theories and concepts being discussed

the ability to gather analyse evaluate present and utilise information is an essential competency for the modern manager and is the essence of business research written in an easy to read style business research methods a managerial approach 2e assumes the reader has

no prior research or statistics knowledge the text provides a broad overview of a range of contemporary business research methods from critical interpretive perspectives through questionnaire survey methods and observation to experimental methodologies whilst striking a balance between differing perspectives and not adopting a favoured approach the book uses the latest version of software packages spss v 12 and nvivo v 2 to introduce questionnaire data analysis statistical and analysis and qualitative data analysis written in an easy to read style business research methods a managerial approach 2e assumes the reader has no prior research or statistics knowledge the text provides a broad overview of a range of contemporary business research methods from critical interpretive perspectives through questionnaire survey methods and observation to experimental methodologies whilst striking a balance between differing perspectives and not adopting a favoured approach the book uses the latest version of software packages spss v 12 and nvivo v 2 to introduce questionnaire data analysis statistical and analysis and qualitative data analysis about the author a j tony veal is adjunct professor in the faculty of business at the university of technology sydney and has published widely in the leisure and tourism management in australia and the uk with addison wesley longman and financial times publishing about the author a j tony veal is adjunct professor in the faculty of business at the university of technology sydney and has published widely in the leisure and tourism management in australia and the uk with addison wesley longman and financial times publishing

an adaptation of social research methods by alan bryman this volume provides a comprehensive introduction to the area of business research methods it gives students an assessment of the contexts within which different methods may be used and how they should be implemented

the profit impact of business intelligence presents an a to z approach for getting the most business intelligence bi from a company s data assets or data warehouse bi is not just a technology or methodology it is a powerful new management approach that when done right

can deliver knowledge efficiency better decisions and profit to almost any organization that uses it when bi first came on the scene it promised a lot but often failed to deliver the missing element was the business centric focus explained in this book it shows how you can achieve the promise of bi by connecting it to your organization s strategic goals culture and strengths while correcting your bi weaknesses it provides a practical process oriented guide to achieve the full promise of bi shows how world class companies used bi to become leaders in their industries helps senior business and it executives understand the strategic impact of bi and how they can ensure a strong payoff from their bi investments and identifies the most common mistakes organizations make in implementing bi the book also includes a helpful glossary of bi terms a bi readiness assessment for your organization and links and extensive references for more information a practical process oriented book that will help organizations realize the promise of bi written by nancy and steve williams veteran consultants and instructors with hands on in the trenches experience in government and corporate business intelligence applications will help senior business and it executives understand the strategic impact of bi and how they can help ensure a strong payoff on bi investments

as a result of the incorporation of computer software into countless commercial and industrial products the patentability of software has become a vital issue in intellectual property law this indispensable book provides an overview on the current status of computer implemented inventions in patent law across europe and major jurisdictions worldwide a hugely practical field research tool with guidance based on case law it examines the major hurdles in each particular country and describes the best practice to be adopted clearly showing how enforceable software patent applications can be competitively drafted and how a patent portfolio for computer implemented inventions can be established in several countries without spending money unnecessarily on problematic examination proceedings this book covers such issues and topics as the following claim categories for patent applications sufficient level of abstraction breadth of the claimed invention fundamental terms of computing and terminological traps probability for patents dependent on software application areas and

patents in core areas of computing with separate chapters for the key countries germany the united kingdom france the united states china korea japan india and the european patent office the legal situation for computer implemented inventions in each country or region this book includes guidance on prosecution under national law analyses of relevant court decisions practice checklists and an outlook on future developments the authors describe claim formulation based on actual cases and on principles of computer science in order to show what might be or might not be patentable in each jurisdiction with this incomparable resource patent attorneys and patent professionals in companies will get a basis for making decisions about the most appropriate jurisdictions in which to file patent applications this book will also be of great value to computer professionals who are affected by the protection of software or who are actively involved in the protection of software by patent law

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increasingly managers must make decisions based on almost unlimited information how can they navigate and organize this vast amount of data essentials of business research methods provides research techniques for people who aren't data analysts the authors offer a

straightforward hands on approach to the vital managerial process of gathering and using data to make clear business decisions they include critical topics such as the increasing role of online research ethical issues data mining customer relationship management and how to conduct information gathering activities more effectively in a rapidly changing business environment this is the only text that includes a chapter on qualitative data analysis and the coverage of quantitative data analysis is more extensive and much easier to understand than in other texts the book features a realistic continuing case throughout that enables students to see how business research information is used in the real world it includes applied research examples in all chapters as well as ethical dilemma mini cases and exercises

innovative entrepreneurs are the prime movers of the economy the innovative entrepreneur helps to overcome two types of institutional friction first existing firms may not innovate efficiently due to incumbent inertia resulting from adjustment costs diversification costs the replacement effect and imperfect adjustment of expectations the innovative entrepreneur compensates for incumbent inertia by embodying innovations in new firms that compete with incumbents second markets for inventions may not operate efficiently due to transaction costs imperfect intellectual property protections costs of transferring tacit knowledge and imperfect information about discoveries the innovative entrepreneur addresses inefficiencies in markets for inventions through own use of discoveries and adoption of innovative ideas the innovative entrepreneur presents an economic framework that addresses the motivation of the innovative entrepreneur the innovative advantage of entrepreneurs versus incumbent firms the effects of competitive pressures on incentives to innovate the consequences of creative destruction and the contributions of the innovative entrepreneur to the wealth of nations

this best selling text continues in its seventh edition to provide the most current and comprehensive coverage of business research its student friendly design contains numerous examples illustrating real world research in management marketing finance accounting and other business areas business research methods 7e is the ideal text for undergraduate and first year mba courses in marketing

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