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Important Text Books for Business Research Methods R. Kothari, Vishwa prakashan, Research Methodology – Methods & Techniques ,New Delhi. 2008 Donald R Cooper and Pamela S Schindler, Business Research Methods,9/e, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009

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Business Research: Definition, Methods, Types and Examples

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An Introduction to Business Research Methods

A complete introduction to doing business research, Business Research Methods is the ideal guide for students embarking on a research project. Together with real students and supervisors, the authors draw on their own extensive experience to give readers tips for success and provide advice to help them avoid common mistakes. Developed specifically with business and management students in mind ...

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Research Methods For Business Students (7th Edition)

DEFINITION OF BUSINESS RESEARCH We can define business research as an organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with purpose of finding answers or solutions to it. 5 6. SOME COMMONLY RESEARCHED AREAS IN BUSINESS 1.

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