

RESEARCH METHODS FOR BUSINESS STUDENTS

EIGHTH EDITION

**MARK N. K. SAUNDERS
PHILIP LEWIS • ADRIAN THORNHILL**



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Research Methods For Business Students

Mark N K Saunders



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Research Methods for Business Students Kingsley O. Omeihe, Christian Harrison, 2024-05-02 Qualitative Research Methods for Business Students A Global Approach provides a practical and accessible overview of qualitative research methods and their philosophical underpinnings The textbook will empower you with the knowledge and skills needed to navigate the dynamic landscape of qualitative research Key features include Case Studies which showcase how qualitative research has been instrumental in shaping business decisions and strategies Exercises and Activities that give you the opportunity to apply your learning Suitable for undergraduate and postgraduate students interested in using qualitative methods in their research project or dissertation Dr 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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