Research Methods for Business
A Skill-Building Approach

SEVENTH EDITION

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and
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WILEY
1 Introduction to research

Introduction

Business research

The role of theory and information in research

Research and the manager

Types of business research: applied and basic

Applied research

Basic or fundamental research

Managers and research

Why managers need to know about research

The manager and the consultant–researcher

Internal versus external consultants/researchers

Internal consultants/researchers

Advantages of internal consultants/researchers

Disadvantages of internal consultants/researchers

External consultants/researchers

Advantages of external consultants/researchers

Disadvantages of external consultants/researchers

Knowledge about research and managerial effectiveness

Ethics and business research

Summary

Discussion questions

Case: The Laroche Candy Company

2 The scientific approach and alternative approaches to investigation

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Replicability

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