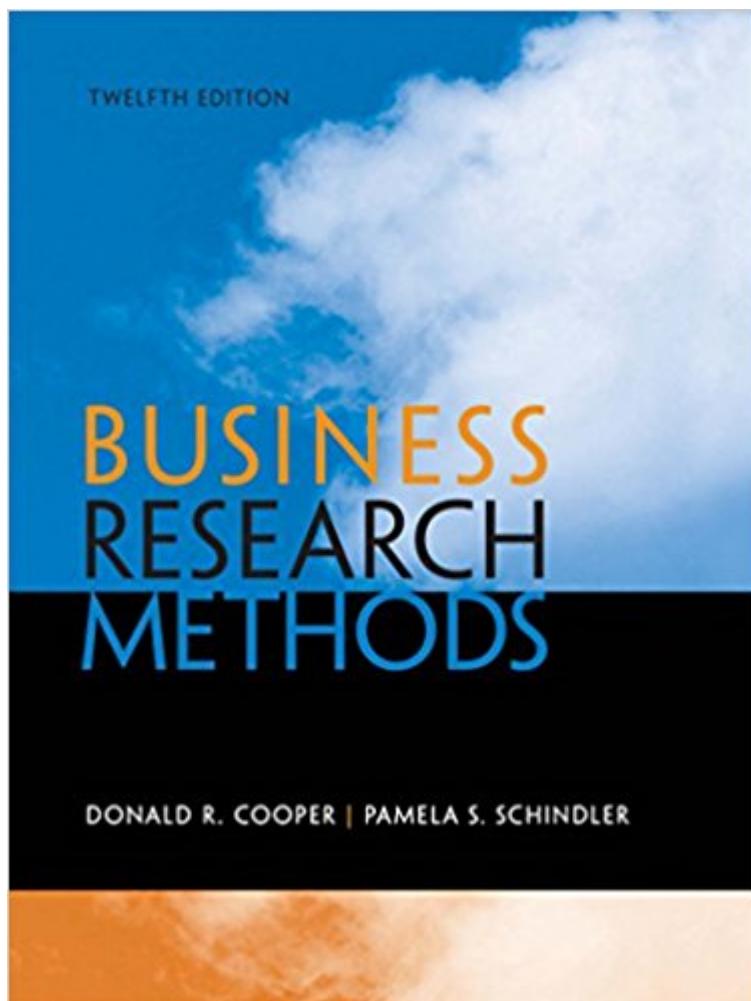


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# Business Research Methods



## **Synopsis**

The Twelfth Edition of Business Research Methods reflects a thoughtful revision of a market standard. Students and professors will find thorough current coverage of all business research topics presented with a balance of theory and practical application. The authors use managerial decision-making as the theme of Business Research Methods and they provide the content and structure to ensure students' grasp of the business research function. This textbook also encourages and supports the completion of an in-depth business research project if desired by the professor.

## **Book Information**

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## **Customer Reviews**

The text is awesome, great content and very well put together. If my college class didn't require it, I would have never purchased it. The price tag is \$266 for paperback...wow! How do they expect college students to be able to afford this?

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Great book

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