



RESEARCH METHODS



Business Research Methods Study Guide

Donald R. Cooper



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Dr Pervez Ghauri is Professor of International Business at Manchester Business School The University of Manchester UK. Dr Kjell Gronhaug is Professor of Business Studies at the Norwegian School of Economics and Business Administration Bergen Norway.

Consumer Psychology: A Study Guide to Qualitative Research Methods Paul M.W. Hackett, Jessica Schwarzenbach, Uta Maria Jürgens, 2016-04-18 This book provides students with a clear and concise guide to studying undergraduate courses in qualitative consumer research and ethnography. The authors present the major qualitative research approaches used in consumer and marketing research as well as practical procedures and theoretical aspects of research design report presentation etc. In addition to that a weekly study guide including comprehensive reading lists completes the book.

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