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Â· Research Methods for Businessâ€™A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pte.Ltd, Singapore. Â· Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e,Tata McGraw-Hill Publishing Company Limited. Â· Business Research Methods 8e, Zikmund- Babin-Carr-Adhikari-Griffin-Cengage learning.

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Donald R. Cooper teaches research methods, statistics, and organizational behavior in the masters and doctoral programs of public administration and business. Cooper's Ph.D. is from Kent State University.

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Cooper and Schindler's Business Research Methods offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text.

Business Research Methods [with CD] by Donald R. Cooper

1. Explain the scientific research process in business 2. Prepare a good research proposal 3. Identify suitable research design fro business research 4. Select the best research design for the proposed research 5. Select the most appropriate analysis technique for the data collected and also to interpret the output from SPSS 6.

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