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Introduction to Business Research 1

Research Methods for Business Students, (Saunders, M, Lewis, P et al. 2007) Chapters 1 and 2 1.1 Chapter Overview ... As a student of Business Research Methods, you will be wearing two hats. One hat or role is that of a student who wishes to pass exams in this area, so you will need to learn enough about research ...

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A research is valid when a conclusion is accurate or true and research design is the conceptual blueprint within which research is conducted. A scholar for his research, prepare an action plan, it ...

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