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Review

Undergraduate and graduate students conducting business research

About the Author

Dr. Wilson Ng leads and delivers business research methods modules for undergraduate and postgraduate students at the University of Roehampton in London. He is a Visiting Professor at two European universities: UNICA (Università degli studi di Cagliari) in Italy and BEM (Bordeaux Management School) in France.

Dr. Elayne Coakes teaches business research methods at the University of Westminster.

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A student-led guide, *Business Research* is for student researchers who need to conceive, conduct, and complete a new research project for the first time. Rather than looking at business research as a scientific set of procedures, Ng and Coakes concentrate on the business organization and give practical advice on going out into the field and conducting interviews, researching problems and learning about organizations.

Through its conversational, accessible style and its adoption of a student's perspective, this book makes the process of learning about research enjoyable and the resulting research project outstanding.

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