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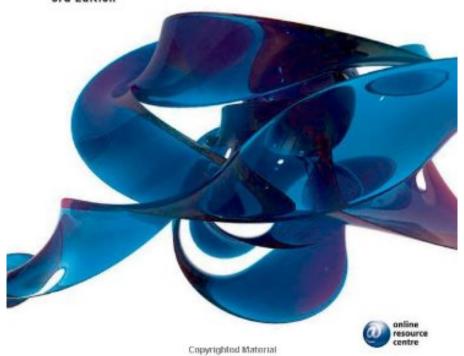




## Business Research Methods

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If you are a management or business studies undergraduate or postgraduate, doing either a research methods course or a research dissertation, then this is the book for you - a fantastic resource that covers everything you need in a concise, coherent and clear way. Keith Grint, Professor of Public Leadership & Management Institute of Governance & Public Management (IGPM), Warwick Business School, University of Warwick An ideal text for postgraduate and senior undergraduate research courses offered in business schools throughout the world. It is highly readable yet eminently authoritative, refreshingly practical yet academically sound, remarkably comprehensive yet by no means overwhelming. I found this to be a very useful teaching resource as well as reference source and strongly commend it to novice and veteran researchers alike. Professor Brad Jackson, Fletcher Building Education Trust Chair in Leadership, The University of Auckland Business School

#### About the Author

Alan Bryman is Professor of Organizational and Social Research, School of Management, University of Leicester, UK.

Emma Bell is Professor of Management and Organisation Studies and Head of the Centre for Economics and Management at Keele Management School. Her research is framed by a desire to understand cultures and belief systems in organizations. She has also studied business improvement initiatives and organizational change. Emma was a member of the British Academy of Management Council, and is current Co-Chair of the US Academy of Management Critical Management Studies Division. Her early working life included a period as a graduate trainee in the UK National Health Service. Emma s PhD was an ethnographic study of payment systems and organizational time in the chemical industry. She has always been interested in methods and methodologies of management research and the ways in which management knowledge is created. Recently, Emma has been involved in a number of projects related to visual analysis of organizations and management. She is a founding member of InVisio - the International Network of Visual Studies in Organizations, and worked on an ESRC Researcher Development Initiative to promote the development of visual analysis in management research.

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