



Doing Research in Business and Management: An Introduction to Process and Method

By Dan Remenyi, Brian Williams, Arthur Money, Ethne Swartz

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After highlighting the different contexts and purposes, strategies and tactics, programmes and processes of management research, the authors provide detailed coverage of the relevant research approaches and methods. They discuss the interrelationship of theoretical and empirical research, and how these apply to practice. The implications of using quantitative and qualitative methods are examined, and practical advice is given on the available analysis techniques and software packages.

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