



Doing Your Business Research Project

John Bech

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Doing Your Business Research Project

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Taking the fear out of writing your business project, this book helps you understand and carry out each step of the research process. With detailed, friendly and engaging support it takes you from the very beginning to the very end.

Key features:

- Chapters are structured around FAQs such as ‘How to choose a research question?’, ‘How do I go about a literature review?’ guiding you towards a full understanding of the research process
- Workbook tasks help you shape your thoughts on each topic, enabling you to decide your own research question and how you will research it
- The importance of various ideas is clearly signposted, helping you prioritise your time according to your needs and goals.

Templates and checklists from the book are also available for download at the **Doing Your Business Research Project** companion website at study.sagepub.com/beeceh

This interactive guide is ideal for all Business and Management students about to complete a research project or dissertation.

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