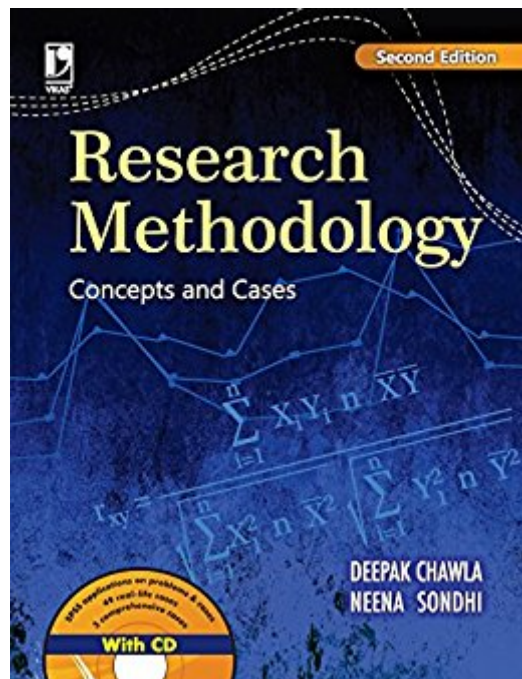




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# RESEARCH METHODOLOGY: CONCEPTS AND CASES, 2ND EDITION



## Synopsis

RESEARCH METHODOLOGY CONCEPT AND CASES provides a comprehensive and stepwise understanding of the research process with a balanced blend of theory, techniques and Indian illustrations from a wide cross-section of business areas. This book makes no presumptions and can be used with confidence and conviction by both students and experienced managers who need to make business sense of the data and information that is culled out through research groups. The conceptual base has been provided in comprehensive, yet simplistic detail, addressing even the minutest explanations required by the reader. The language maintains a careful balance between technical know-how and business jargon. Every chapter is profusely illustrated with business problems related to all domainsâ ”marketing, finance, human resource and operations. Thus, no matter what the interest area may be, the universal and adaptable nature of the research process is concisely demonstrated.

## Book Information

File Size: 32104 KB

Publisher: Vikas (March 10, 2017)

Publication Date: March 10, 2017

Sold by:Â Digital Services LLC

Language: English

ASIN: B06XKKZYG3

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #536,584 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #155

inÂ Books > Business & Money > Processes & Infrastructure > Research & Development #465

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