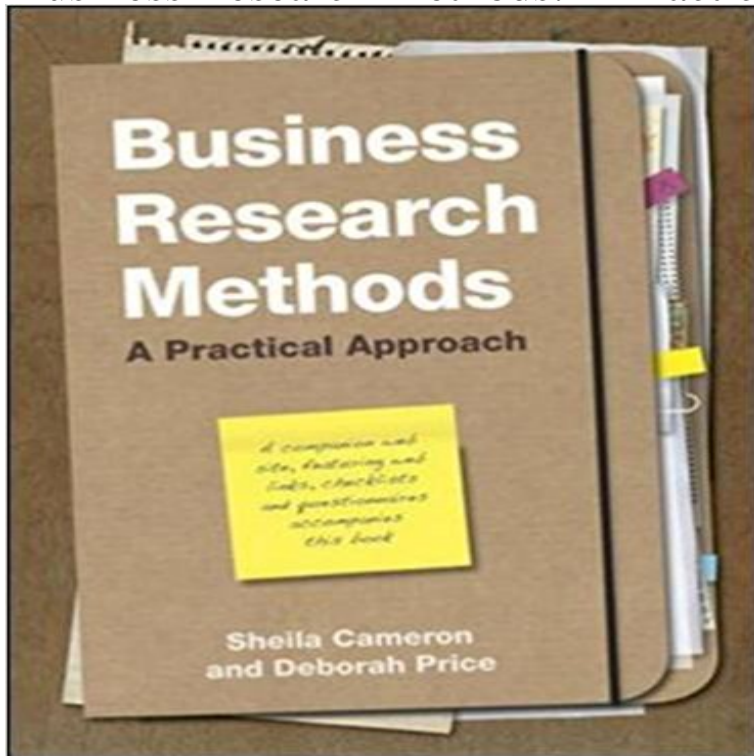


Business Research Methods: A Practical Approach



Despite the existence of very strong research methods textbooks, students still struggle with undertaking a research project. The quality of their research is often poor, research questions are badly thought out and their final work can be poorly written. Cameron and Price believe that this is because students struggle to relate the content in research methods textbooks to their own situations. Texts are written from an academic perspective which can be difficult to relate to a practical research project. Business Research Methods takes a real-world, practical approach, making the research process more relevant, meaningful and effective for students.

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