

# BUSINESS RESEARCH METHODS

11<sup>th</sup> Edition

The Eleventh Edition of *Business Research Methods* continues to provide the most timely, richest, and most comprehensive coverage of the research experience in Business Research Methods. Students and instructors will find thorough coverage of all business research topics – backed by solid theory. The expertise and practical experience is evident in the realistic Snapshots, Close-Ups, Pic Profiles, and case studies found throughout the text. Managerial decision making is the underlying theme, and topics and applications are presented and organized in a manner that allows students to thoroughly understand the business research function. Consequently, the structure of the text encourages and supports learning and teaching.

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Donald R Cooper  
Pamela S Schindler  
J K Sharma

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# Business Research Methods

ELEVENTH EDITION

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## PART I

# INTRODUCTION TO BUSINESS RESEARCH

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