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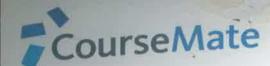
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# Business Research Methods



A South-Asian Perspective

William G. Zikmund Barry J. Babin Jon C. Carr Atanu Adhikari Mitch Griffin



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## tinuing to produce the same old products, by the same old process, with the same old technology, managed in the same old way will continue to produce the same old good result. The need for intelligence supported by a connection to the real world is more important than ever. Business researchers are challenged with the job of producing just this type of intelligence. The eighth edition of Business Research Methods addresses the dynamic nature of today's business world while conveying the essential elements of the business research process. Most readers understand that managers want answers to questions. What is not so obvious is

The world of business is certainly changing at a very fast rate. Businesses can't assume that con-

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that the search for the correct questions can be just as important as finding the right answers. After all, search is the biggest part of "research." The researcher must have some idea of how to begin the search process, how to best search through what is now terabyte after terabyte of information to pick out those elements which best hold the possibility of turning into intelligence, and then how to communicate that intelligence in a way that helps managers make decisions. When it works right, business research is a win-win proposition. The process enables a company to identify its customers and design products and processes that maximize value for all. In return, the company receives value as the customer spends their hard earned money. As a result, customers win and businesses win! All are better off.

Trying to find just the right piece of business information via the Internet can be like searching for a needle in a haystack. This information may well be hidden beneath piles and piles of irrelevant stuff! Or how about trying to find a key piece of business information that may be hidden in the mind of a consumer or some employee? A customer may not even be consciously aware of all his or her reasons for some preference or some behavior and, consequently, can't identify or talk about it. An employee may not even realize that he or she possesses important vital information. How do you go about finding this information that could be so crucial to making a good business decision? Effective business research is like applying a CAT scan to a

That's where this text comes in: Business Research Methods equips students with the knowledge and skills involved in this basic research process; these will simplify and provide more accuracy to their search for business intelligence. The process we describe includes six steps. Researchers must first work together with decision makers to decide what they are looking for—that metaphorical needle in the haystack. The next two stages plot out the way to go about finding the needle. Next are two stages that focus on the actual search for the needle. The process concludes when the business researcher communicates the benefits of finding "pointed" information that can help mend problems or create something really new and special for the decision maker. Success in this process usually merits the researcher a reward that is a bit more

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