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BUSINESS RESEARCH METHODS FOURTH EDITION ALAN BRYMAN EMMA BELL

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An introduction to Business Research Methods

BUSINESS RESEARCH METHODS FOURTH EDITION ALAN BRYMAN & EMMA BELL . Abbreviations xx ... Acknowledgements xxxvii Chapter 1 The nature and process of business research 3 Introduction 4 What is meant by 'business research'? 5 Why do business research? 5 Business research methods in context 5 ... Could a third variable moderate the relationship ...

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