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~~Business Research: Definition, Methods, Types and Examples~~

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Essential to any student of the discipline, this textbook offers a comprehensive, applied approach to understanding and designing market research. Balancing the fundamental quantitative methodologies and theoretical structures with practical applications of qualitative techniques, this book is ideal for the novice researcher, and for those more familiar with the discipline. With an emphasis on both critical thinking and hands-on application, the textbook contains: several real life case studies; useful learning features such as key terms, definitions and discussion topics, and is supported by a companion website.

Business Genesis is a start-to-success guide filled with contemporary insights and examples of how to start and grow your own business doing what you love. Particularly in the last few years, times have been challenging for all of us. For those who are ready to take charge of their own destiny and financial future, Business Genesis will walk you through each step starting with how to find out just in what area you would have the greatest opportunity for success. Next, you will uncover the rights steps to take to build a strong and sustainable business foundation. Once you are up and running you will have new questions. What about managing employees if you have them and why is it so important for your business success to give back to your community? What are the key things that will insure that your specific business will be a success? All these questions and more will be answered in Business Genesis.

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