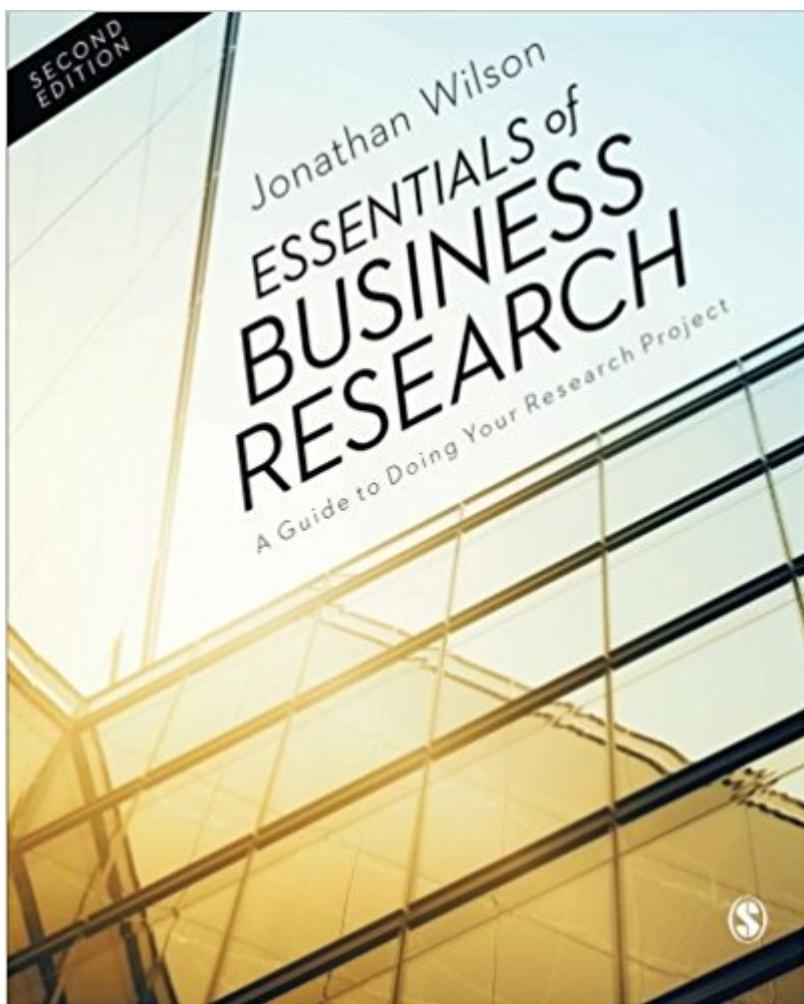


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# Essentials Of Business Research: A Guide To Doing Your Research Project



## **Synopsis**

Written specifically for business students, this best-selling, jargon-free textbook highlights each stage of the research process, guiding the reader through actionable steps and explicitly setting out how best to meet a supervisor's expectations. Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy to follow tips and detailed screenshots and diagrams. Key student features include: You're the Supervisor sections - helps students to meet learning objectives Common questions and answers - real-world advice on how to tackle common challenges Examples from different types of international businesses Detailed guidance on software packages such as SPSS Student case studies Annotated further reading Accompanied by a fully integrated companion website designed to support learning. Free to access, it includes author podcasts, guides to online tools, links to downloadable journal articles, examples of completed projects, PowerPoint slides and students' multiple choice questions to test progress. Available on publication: [www.uk.sagepub.com/jonathanwilson2e](http://www.uk.sagepub.com/jonathanwilson2e). A must-have title for all business and management students; this is the ideal companion for achieving success in your research project. Lecturers/instructors - request a free digital inspection copy [here](#)

## **Book Information**

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This is a well written and presented book in which the author draws upon substantial experience and knowledge to assist students. Many books in the subject area do little to engage or motivate the

student and very few mention the supervision process, in contrast this book successfully manages to provide a practical guide for both students and academic staff alike.--Professor Simon A. Burtonshaw-Gunn, Head of Division: Business, Leadership and Finance (11/29/2013)I provide every student with a copy of Jonathan Wilson's Essentials of Business Research. His interactive approach includes step-by-step processes, thorough explanations, and engaging content; contemporary case studies illustrate each topical chapter within this useful and understandable introductory guide. Once again, Jonathan Wilson has produced a research guide that business students will appreciate and use extensively as they begin or continue their adventures in research.--Bonnie J Bachman, Professor of Economics (11/29/2013)

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I had to buy it for my masters.

Worst book ever... the title is about business research, but only has simple references to academic research for students....

Great book for starters

This book is the baseline for your research and understanding a research process

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