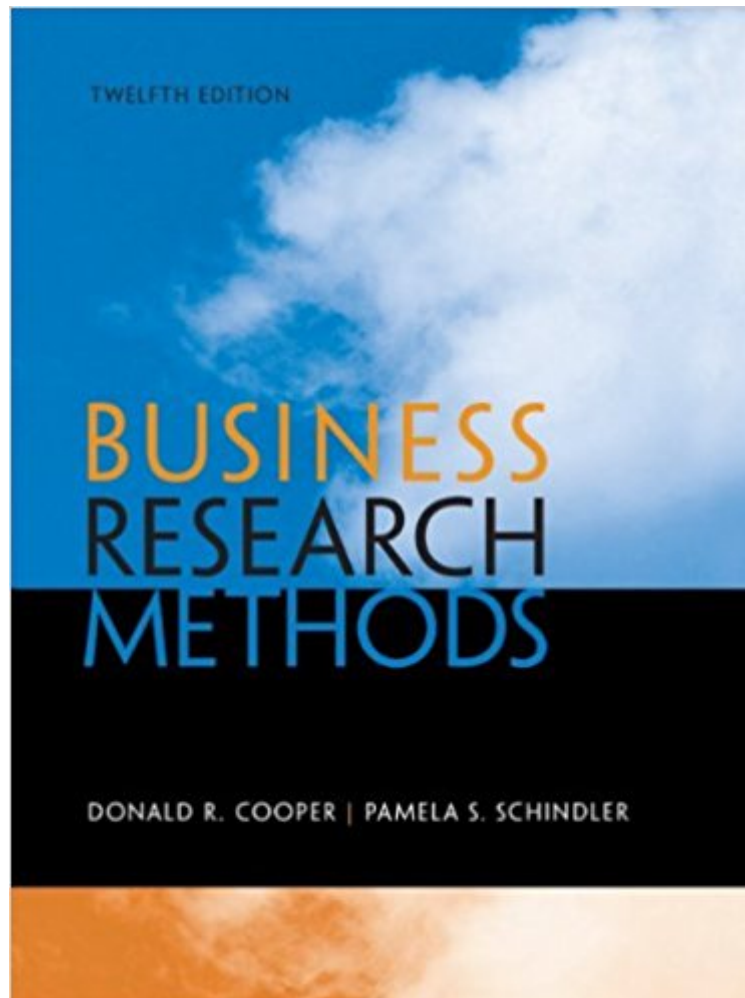




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Business Research Methods, 12th Edition



Synopsis

The Twelfth Edition of Business Research Methods reflects a thoughtful revision of a market standard. Students and professors will find thorough, current coverage of all business research topics presented with a balance of theory and practical application. The authors use managerial decision-making as the theme of Business Research Methods and they provide the content and structure to ensure students' grasp of the business research function. This textbook also encourages and supports the completion of an in-depth business research project, if desired, by the professor.

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Customer Reviews

Teaches research methods, statistics, and organizational behavior in the masters and doctoral programs of public administration and business. Cooper's Ph.D. is from Kent State University. In addition to grants, articles, books, and monographs, he has received several teaching awards, most recently from the College of Architecture, Urban & Public Affairs. Dr. Cooper serves as the managing director of the Cooper Research Group, a consultancy specializing in customer satisfaction, loyalty, defection, and market segmentation research for the electronics and computer industries. Currently, he provides senior management of domestic and global firms with brand, segmentation, and service analysis. Prior to his academic career, Cooper was responsible for executive recruitment at a Fortune 500 and was an U.S. Air Force Captain during four years of active duty. Professor of Management at Wittenberg University, is an educator and businesswoman.

A winner of the prestigious Leavey Foundation Award in Free Enterprise Education, Schindler specializes in teaching marketing management, creative advertising, and supervising students on applied management projects. Serving as Director of Wittenberg's Center for Applied Management, she coordinates the Small Business Institute (SBI) program, winner of the 1996 National Showcase Award for innovation and excellence, as well as the Project Management Assistance program, in which she has guided more than 300 students doing experiential research and strategic projects for businesses, not-for-profits, and government agencies. A management and marketing consultant, Schindler also holds operating responsibilities in her family's property management business.

The text is awesome, great content and very well put together. If my college class didn't require it, I would have never purchased it. The price tag is \$266 for paperback...wow! How do they expect college students to be able to afford this?

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Great book

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Excellent

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