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

Business Research Methods Second European Edition Boris Blumberg, Donald R. Cooper and Pamela S. Schindler McGraw-Hill Higher Education London Boston BurrRidge, IL Dubuque, IA Madison, WI New York San Francisco

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Business Research Methods 9 1. Research problems and questions and how they relate to debates in Research Methods Recommended additional reading: Research Methods for Business Students, (Saunders, M, Lewis, P et al. 2007) Chapters 1 and 2 1.1 Chapter Overview 1.1.1 Learning Outcomes By the end of this chapter successful students will be able to: 1.

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