



Business Research Methods (with Qualtrics Printed Access Card)

William G. Zikmund, Mitch Griffin, Jon C. Carr

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This best-selling text continues in its ninth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 9E, is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

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Brianna Olesh says

As a reference book this is great for a student's shelf. I felt like I was rereading the same concepts throughout the whole book. I enjoyed the side quotes, but other than that the book is pretty lackluster.

Steve Goodyear says

This is one of my favourite texts from my MBA. I got so much out of it and it covers the different aspects of business research so well—from understanding the problem/gap and identifying the research question; to research design; to writing research proposals; to the different research methods like survey design, interviewing, focus groups, observation, data collection, and causal experiments; to analyzing the results using statistical methods; to presenting the research findings in reports and presentations. It's written well, has a ton of great examples, and explains everything clearly.

Sugandha Aggarwal says

good

Ruvin Cueto says

How can i open this??? Anyone??

Asma Khan says

nice book

Fahed Al Kerdi says

Moderate book. In case you want to cope up with the navigation of the chapters, you ought to be patient. Very boring and tiring content. But in the end, you simply need this book to be on your racks even after you finish your thesis.

Sneha says

One of my favourite books from my MBA. I would primarily recommend this book to any individual who is interested in Marketing Research.

Abiy Temtime says

I want to read business research book
