Management Research: An Introduction (SAGE series in Management Research) PDF
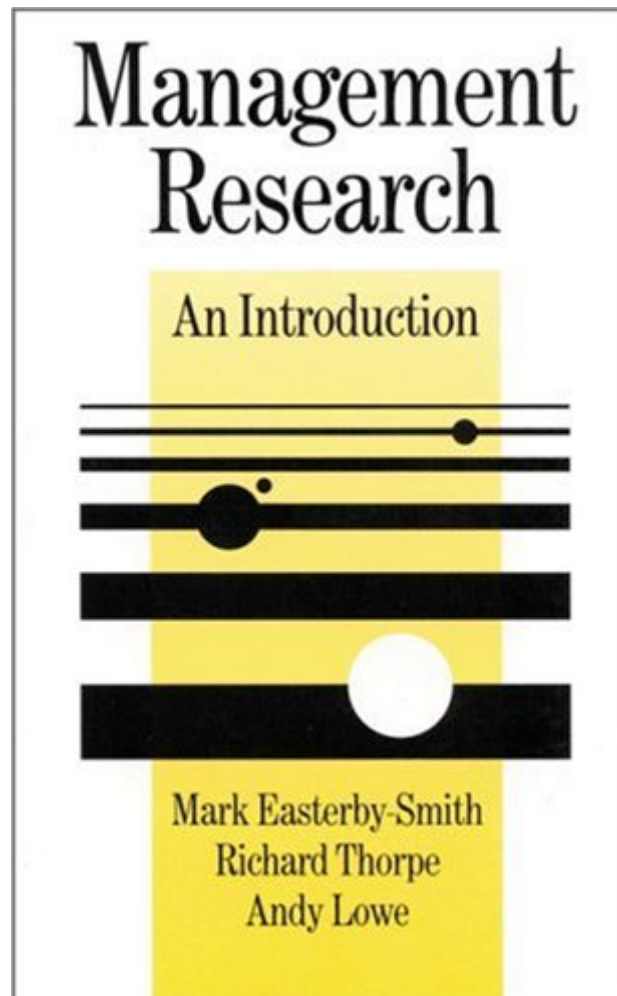

Management Research: An Introduction (SAGE series in Management Research) by Mark Easterby-Smith, Richard Thorpe, Andy Lowe ISBN 080398393X
Written specifically for management students and others wishing to do research in management, this textbook is a highly accessible introduction to the practice and principles of management research.

The authors consider the particular characteristics of research in management and the factors likely to lead to successful research outcomes, including the personal qualities of the researcher. They examine the philosophical assumptions underpinning research design and the choice of different methodologies, and address the political and ethical dimensions of management

research. The book also takes the reader through the `basic' practicalities of undertaking a research project, from planning through to presentation of findings.

Management Research: An Introduction (SAGE series in Management Research) Review

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