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His special interests include research methods in business and management (especially those reflecting a constructivist epistemology), personal construct psychology, and the transfer of knowledge across cultural boundaries, with particular reference to the post-command economies of central Europe. He has published widely in all these fields.

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Survey research is one of the most widely used methods to gather data especially for conducting business research. Surveys involve asking various survey questions to a set of audiences through various types like online polls , online surveys, questionnaires , etc. Nowadays, most of the major corporations use this method to gather data and use it to understand the market and make appropriate business decisions.

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The search function in the Kindle version worked fantastic. This book was required for a Research Methods course I took over the Summer of 2016. It was a good book, the later chapters became more difficult to take in with all the formulas. However, the book was laid out well and easy to understand.

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Business Research Methods 9 1. Research problems and questions and how they relate to debates in Research Methods

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