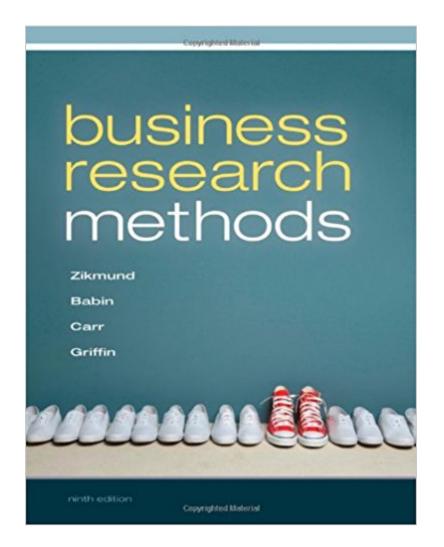
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# **Business Research Methods (with Qualtrics Printed Access Card)**





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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.

# **Book Information**

Hardcover: 696 pages Publisher: Cengage Learning; 9 edition (March 12, 2012) Language: English ISBN-10: 1111826927 ISBN-13: 978-1111826925 Product Dimensions: 1 x 8.8 x 11.2 inches Shipping Weight: 3.4 pounds (View shipping rates and policies) Average Customer Review: 4.1 out of 5 stars Â See all reviews (26 customer reviews) Best Sellers Rank: #113,730 in Books (See Top 100 in Books) #26 in Books > Business & Money > Processes & Infrastructure > Research & Development #96 in Books > Business & Money > Marketing & Sales > Marketing > Research #154 in Books > Textbooks > Business & Finance > Marketing

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