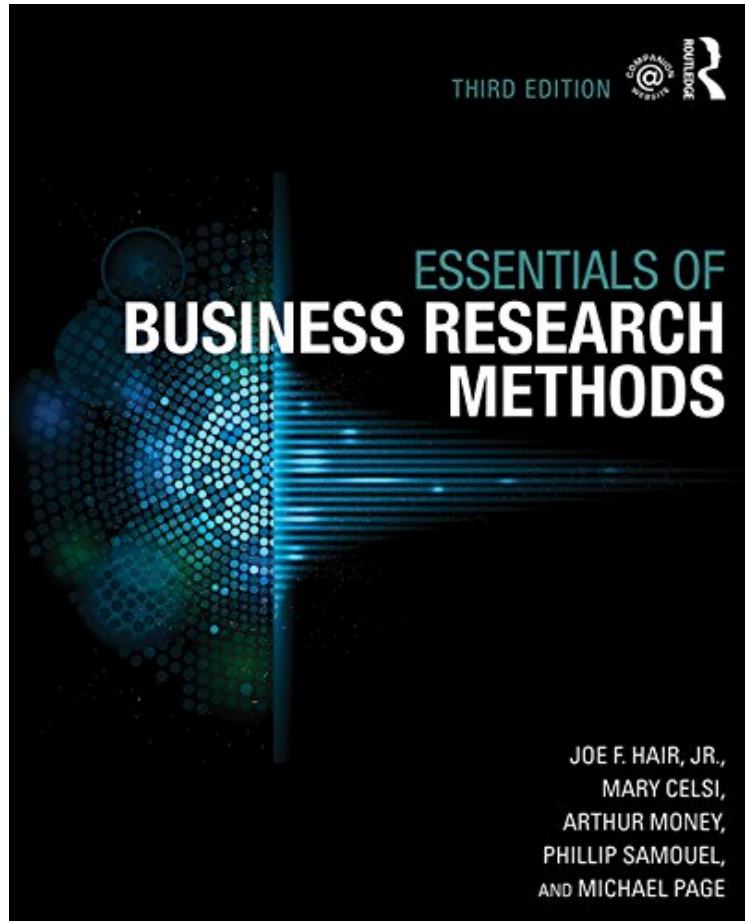


## The Essentials of Business Research Methods

*Joe F. Hair Jr., Mary Celsi, Arthur Money, Phillip Samouel, Michael Page*  
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**Joe F. Hair Jr., Mary Celsi, Arthur Money, Phillip Samouel, Michael Page : The Essentials of Business Research Methods** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Essentials of Business Research Methods:

Increasingly, managers must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? Essentials of Business Research Methods provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include critical topics, such as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only text that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive, and much easier to understand than in other texts. The book features a realistic continuing case throughout that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as

well as ethical dilemma mini cases, and exercises.

About the Author Joe F. Hair is a professor of business administration at Coles College, Kennesaw State University, USA. Mary Celsi is a professor of marketing at California State University, USA. Arthur Money is a professor at Henley Management College at the University of Reading, UK. Phillip Samouel is a professor of multivariate data analysis, theory of the firm, and managerial and business economics at Kingston University of London, UK. Michael Page is the Provost and Vice President for Academic Affairs at Bentley University, USA and professor of finance and management, as well as Professor Extraordinaire at Stellenbosch Business School, South Africa.