



Business Research Methods and Statistics Using SPSS

Robert P. Burns, Richard Burns

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Ideal for those with a minimum of mathematical and statistical knowledge, ***Business Research Methods and Statistics Using SPSS*** provides an easy to follow approach to understanding and using quantitative methods and statistics. It is solidly grounded in the context of business and management research, enabling students to appreciate the practical applications of the techniques and procedures explained.

The book is comprehensive in its coverage, including discussion of the business context, statistical analysis of data, survey methods, and reporting and presenting research. A companion website also contains four extra chapters for the more advanced student, along with PowerPoint slides for lecturers, and additional questions and exercises, all of which aim to help students to:

- Understand the importance and application of statistics and quantitative methods in the field of business

- Design effective research studies

- Interpret statistical results

- Use statistical information meaningfully

- Use SPSS confidently

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