

# Preface

The purpose in writing this book was to provide a concise treatment of the business research process. As the title implies, the essentials of research purpose, research ethics, research designs, data collection instruments development, data collection, analysis and report preparation are all covered in the text but without the detailed discussion of more theoretical concepts and more advanced data analysis techniques. We assume that readers of this book will probably have only one business research course but will also have had or will have courses in statistics and/or data analysis to complete their degree requirements.

The shorter length of the text, 14 chapters instead of 18–20 or more, also fits with the trend of offering shortened courses, 7–8 weeks, in MBA programs designed for working professionals. The material becomes much more manageable and allows for more emphasis on discussion boards and written assignments during the course.

The book also includes several research proposals and related questionnaires. The proposals cover statements of the problems/issues, related literature reviews, and the research methodology, including data collection and analysis. Also included is an estimate of the cost of the research project. The accompanying questionnaires demonstrate how the research project becomes the driver in the development of the questionnaire and thus the data that are collected to reach the research objectives. Because of the brevity of time in shortened online courses, some instructors may ask students to prepare a proposal and questionnaire on a work-related topic as a required assignment for the course.

## PEDAGOGICAL FEATURES

*The Essentials of Business Research, 2e*, is a succinct, streamlined text that focuses on the core concepts and issues in the field while providing an approach to business research that balances theory with practice. It guides the student in designing, conducting, and interpreting research. This comprehensive textbook covers the full range of topics, including the following:

- Secondary research and data mining
- Business research ethics
- Internet research
- Qualitative and exploratory research
- Data collection tool design and deployment
- Qualitative data analysis
- Statistical analysis
- Research report preparation

This book offers a range of tools to help students develop and test their research and analytical skills.

- ***An accessible and relevant text that offers a unique narrative***—A natural and relaxed writing style promotes a sense of a conversation between the authors and student.
- ***Comprehensive coverage of current topics and scholarly research***—The text has been thoroughly updated to reflect recent research, theories, and scholarship from across the discipline.

- **Flexible format and organization**—The text provides the core theoretical foundations of business research while offering instructors the flexibility to incorporate a variety of outside course materials and cases.
- **Extensive use of real-world examples**—Each chapter contains a wide variety of real-world examples that illustrate text concepts and demonstrate the connection between theory and practice.
- **Student-friendly pedagogy and features**—Learning objectives, chapter outlines, key terms and on-page marginal key-term definitions, research project tips, research project assignments, chapter summaries, and discussion questions support student learning, retention, and critical analysis.
- **Complete Instructor’s Support Package**—The support package includes the Instructor’s Resource Manual, Test Item File, and PowerPoint Lecture Slides.

## ONLINE AND IN PRINT

### Student Options: Print and Online Versions

This second edition of *Essentials of Business Research* is available in multiple versions: online, in PDF, and in print as either a paperback or loose-leaf text. The content of each version is identical.

The most affordable version is the online book, with upgrade options including the online version bundled with a print version. What’s nice about the print version is that it offers you the freedom of being unplugged—away from your computer. The people at Academic Media Solutions recognize that it’s difficult to read from a screen at length and that most of us read much faster from a piece of paper. The print options are particularly useful when you have extended print passages to read.

The online edition allows you to take full advantage of embedded digital features, including search and notes. Use the search feature to locate and jump to discussions anywhere in the book. Use the notes feature to add personal comments or annotations. You can move out of the book to follow Web links. You can navigate within and between chapters using a clickable table of contents. These features allow you to work at your own pace and in your own style, as you read and surf your way through the material. (See “Harnessing the Online Version” for more tips on working with the online version.)

## HARNESSING THE ONLINE VERSION

The online version of *Essentials of Business Research/2e* offers the following features to facilitate learning and to make using the book an easy, enjoyable experience:

- **Easy-to-navigate/clickable table of contents**—You can surf through the book quickly by clicking on chapter headings, or first- or second-level section headings. And the Table of Contents can be accessed from anywhere in the book.
- **Key terms search**—Type in a term, and a search engine will return every instance of that term in the book; then jump directly to the selection of your choice with one click.
- **Notes and highlighting**—The online version includes study apps such as notes and highlighting. Each of these apps can be found in the tools icon embedded in the Academic Media Solutions/Textbook Media’s online eBook reading platform (<http://www.academicmediasolutions.com>).
- **Upgrades**—The online version includes the ability to purchase additional study apps and functionality that enhance the learning experience.

## INSTRUCTOR SUPPLEMENTS

In addition to its student-friendly features and pedagogy, the variety of student formats available, and the uniquely affordable pricing options that are designed to provide students with a flexibility that fits any budget and/or learning style, *Essentials of Business Research/2e* comes with the following teaching and learning aids:

- **Test Item File**—An extensive set of multiple-choice, short answer, and essay questions for every chapter for creating original quizzes and exams.
- **Instructor’s Manual**—An enhanced version of the book offering assistance in preparing lectures, identifying learning objectives, developing essay exams and assignments, and constructing course syllabi.
- **PowerPoint Presentations**—Key points in each chapter are illustrated in a set of PowerPoint files designed to assist with instruction.

## STUDENT SUPPLEMENTS AND UPGRADES (ADDITIONAL PURCHASE REQUIRED)

- **Lecture Guide**—This printable lecture guide is designed for student use and is available as an in-class resource or study tool. Note: Instructors can request the PowerPoint version of these slides to use as developed or to customize.

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