



Doing Business Research: A Guide to Theory and Practice

Nick Lee, Ian Lings

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For anyone involved in developing a research project, this textbook provides an integrated, accessible and humorous account that explains why research methods are the way they are and how they do what they do.

Unrivalled in its nature **Doing Business Research** addresses the research project as a whole and provides:

- essential detail of philosophical and theoretical matters that are crucial to conceptualising the nature of methodology

- a pragmatic guide to why things are important and how they are important

- a huge range of things to consider that the reader can use to develop their research project further

- a resource book, providing extensive suggested reading to help the researcher do their research.

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