



Doing Business Research: A Guide to Theory and Practice

By Nick Lee, Ian Lings



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'This is a gem of a book from two of the outstanding management researchers of their generation. Easy to read and entertaining, yet rigorous and comprehensive in its approach, this book will be adopted as an essential aid for students undertaking final year projects, masters dissertations, and as a primer for doctoral researchers' - *Professor Graham Hooley, Aston University*

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.

This book doesn't just show you the 'basics' - it will ultimately empower you to place a magnifying glass on all elements of your research.

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Editorial Review

Review

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About the Author

Nick Lee is Professor of Sales and Management Science at Loughborough University's School of Business Economics, Editor in Chief of The European Journal of Marketing, and was featured in The Times as 'one of the 15 scientists whose work will shape the future'.

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