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This accessible guide provides clear, practical explanations of key research methods in business studies, presenting a step-by-step approach to data collection, analysis and problem solving.

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xii Research Methods for Business & Management Katherine Sang is an Associate Professor of Management, in the School of Management and Languages at Heriot-Watt University. Using feminist theory, her research examines how gender inequality is maintained in male dominated professions, including the creative industries and academia.

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