

## RESEARCH METHODS FOR BUSINESS STUDENTS

MARK SAUNDERS
PHILIP LEWIS
ADRIAN THORNHILL



## Brief contents

Hov	v to use this book	xvii
Guided tour		xxii
Preface		xxv
Contributors		xxvii
Pub	lisher's acknowledgements	xxix
1	Business and management research, reflective diaries and the purpose of this book	2
2	Formulating and clarifying the research topic	26
3	Critically reviewing the literature	70
4	Understanding research philosophies and approaches	126
5	Formulating the research design	158
6	Negotiating access and research ethics	208
7	Selecting samples	258
8	Using secondary data	304
9	Collecting primary data through observation	340
10	Collecting primary data using semi-structured, in-depth and group interviews	372
11	Collecting primary data using questionnaires	416
12	Analysing quantitative data	472
13	Analysing qualitative data	544
14	Writing and presenting your project report	594
Bibl	iography	632
Appendices		644
Glossary		665
Index		685