



Doing Research in Business and Management: an essential guide to planning your project

By Mark N.K. Saunders, Philip Lewis



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Doing Research in Business and Management brings the theory and techniques of research methods to life and covers all of the areas of research, from a review of secondary data or literature, or writing a research proposal, to completing an entire research project. The book is written for students on undergraduate and postgraduate degree programmes in business, management or related disciplines.

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Doing Research in Business and Management

Mark Saunders

Philip Lewis

Are you looking for advice about your research project?

Are you not sure where to start, or how to choose your research topic?

Have you got some data and don't know what to do with it next?

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Start your project with confidence and complete it with success!

Mark Saunders and **Philip Lewis** are the best-selling authors of *Research Methods for Business Students*, which has now sold over 250,000 copies worldwide. **Mark Saunders** is Professor in Business Research Methods at The Surrey Business School, University of Surrey, and **Philip Lewis** is a former Principal Lecturer at The Business School, University of Gloucestershire.

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