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1. Understand how research contributes to business success. 2. Know how to define business research. 3. Understand the difference between basic and applied business . research 4. Understand how research activities can be used to address business decisions. 5. Know when business research should and should not be conducted. 6.

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Business Research Methods 9 1. Research problems and questions and how they relate to debates in Research Methods Recommended additional reading: Research Methods for Business Students, (Saunders, M, Lewis, P et al. 2007) Chapters 1 and 2 1.1 Chapter Overview 1.1.1 Learning Outcomes By the end of this chapter successful students will be able to: 1.

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