Using Science To Make Decisions For Business

Cooper and Schindler's Business Research Methods offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text. Managerial decision making is the underlying theme, topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

My Personal Review:
Nothing is done in business these days without using research to make decisions. The days of simply using hunches and intuition are just about about gone. It really is a jungle out there, and research is one of your rifles. This book shows you why research is important, how to do it, and how to apply what you've found. Research, if done correctly, can help you minimize the variables which can destroy you, or accentuate the factors which can help you meet your mission objectives. No matter what size your business is, you can apply these principles to increase your chances of success. The book is very expensive, but so is failure. Pardon the cliche', but an ounce of prevention really is worth a pound of cure.

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