

Business Research Methods

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Chapter 1: The Role of Business Research

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Business Research Defined

- The business research is defined as the systematic and objective process of gathering, recording and analyzing data for aid in making business decisions. Literally, research means to "search again".
- It connotes patient study and scientific investigation where in the research takes more careful look to discover to know about the subject of study. The data collected and analyzed are to be accurate, the research need to be very objective.
- Thus, the role of researcher is to be detached and

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