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Dr. Sue Greener - Fakulta tělesné výchovy

Four basic research methods for business start-ups Theme: Plan to start your business Market research is a fundamental aspect of ensuring any new business start-up hits the ground running; connecting with its target market and providing a worthwhile alternative to competitors or even filling a much-needed gap in the market.

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Utilizing a variety of research methods can give the startup or the established business a well-rounded look at their endeavours. In this article, we will look at five research methods many businesses use – Data collection or analysis, surveys, interview and focus group sessions, website traffic data, case studies– and evaluate their suitability for your business.

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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.

An introduction to Business Research Methods

v PREFACE Revising Research Methods for Business for this fourth edition has been an enjoy- able experience. As in previous editions, the simple and informal style of pre- senting information has been maintained and the focus on practical skill building

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