

Mastering Your Business Dissertation: How to Conceive, Research and Write a Good Business Dissertation

Robert Lomas



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Robert Lomas offers an inspirational treatise that will awaken the quest for knowledge among his readership. The book helps business students to frame their research questions in a more helpful manner in order to achieve their research aims and write in a clear and top scoring way. Topics covered include collecting and measuring data, using business statistics, planning research projects and the real mechanics of writing a dissertation.

Masters students across business and management will benefit enormously from reading this book, not just in adding serious value to their dissertations, but also helping to improve their writing skills throughout their business careers.

This book includes a foreword by Mark Booth.

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