

Business Research Methods and Statistics Using SPSS

Robert B. Burns, Richard A. Burns



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Business Research Methods and Statistics Using SPSS Robert B. Burns, Richard A. Burns **Business Research Methods and Statistics Using SPSS** provides a simple, easy to follow, and nonmathematical approach to understanding and using quantitative methods and statistics. It is solidly grounded in the context of business and management research, enabling students to appreciate the practical applications of the techniques and procedures explained. The book is comprehensive in its coverage, including discussion of the business context, statistical analysis of data, survey methods, and reporting and presenting research. A companion website also contains four extra chapters for the more advanced student, along with PowerPoint slides for lecturers, and additional questions and exercises.

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