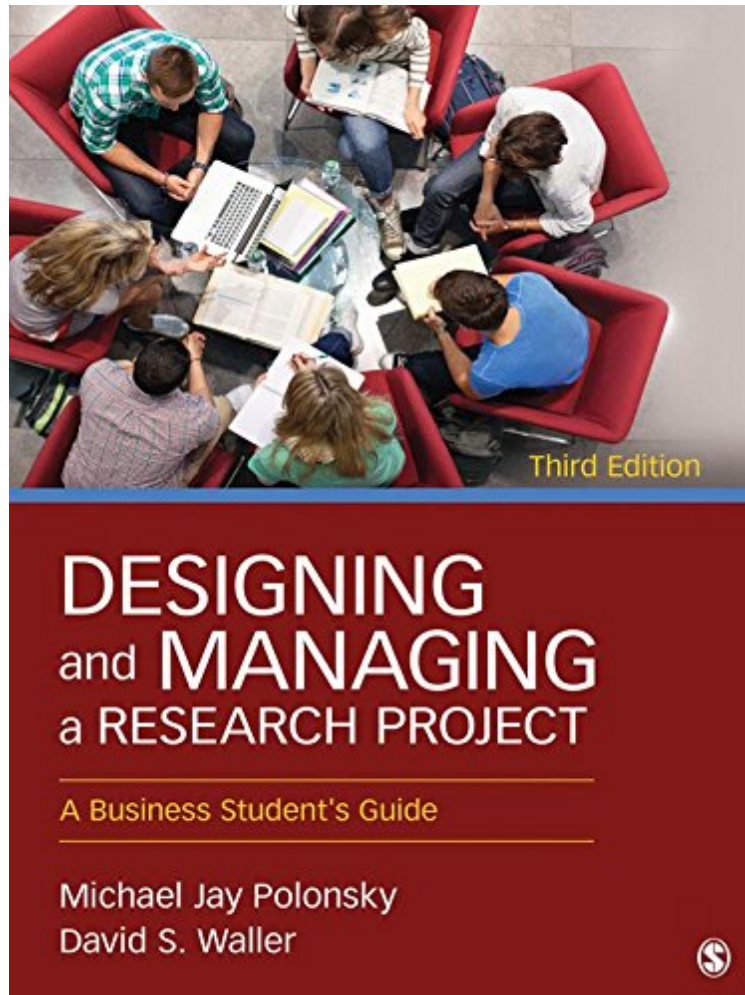


Designing and Managing a Research Project: A Business Student's Guide

Michael J. Polonsky, David S. Waller
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Michael J. Polonsky, David S. Waller : Designing and Managing a Research Project: A Business Student's Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Designing and Managing a Research Project: A Business Student's Guide:

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Designing and Managing a Research Project: A Business Students' Guide, Third Edition is a practical, step-by-step guide that shows business students how to successfully conduct a research project, from choosing the topic to presenting the results. Michael Jay Polonsky and David Scott Waller have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions. Unique to this book is the inclusion of chapters on topics such as supervision, group work and ethics, and both qualitative and quantitative data analysis, with links provided to a range of online resources, as well as examples from student projects.

"Excellent guide to approaching a formal research project. Authors provide numerous value-added tables, checklists, and thought-provoking questions that engage and support readers."--Craig Barton
"Designing and Managing a Research Project is a great resource for students at all levels who are new to research and need to breakdown the vernacular to better understand the simple ways to gather data."--Julie M. Bjorkman
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About the Author
Michael Jay Polonsky (Ph.D) is an Alfred Deakin Professor and Chair in Marketing within the School of Management and Marketing at Deakin University, Melbourne, Australia. Prior to taking up this position, he was the Melbourne Airport Chair in Marketing within the School of Tourism, Hospitality and Marketing at Victoria University, and he has also taught at the University of Newcastle (Australia), Charles Sturt University (Australia), Massey University (New Zealand), the University of the Witwatersrand (South Africa), and Temple University (United States). He has a Ph.D from the Australian Catholic University, two masters' degrees from Rutgers University and Temple University as well as a BS from Towson State University. Michael's areas of research include environmental marketing/management, stakeholder theory, ethical and social issues in marketing, cross-cultural studies, and marketing education. He has published extensively across these areas authoring or co-authoring over 140 journal articles and presented more than 140 presentations at national and international conferences.
David S. Waller (Ph.D) is a senior lecturer in marketing at the University of Technology Sydney, Australia. David was born and raised in Sydney and, after working in the banking and film industries, taught at a number of universities in Australia, including the University of Newcastle, the University of New South Wales, and Charles Sturt University, Riverina. David has a Bachelor of Arts from the University of Sydney, a Master of Commerce from the University of New South Wales, and a Ph.D from the University of Newcastle. His research interests include advertising agencies, agency-client relationships, controversial advertising, international advertising, and marketing education. David has published a wide range of journal articles, primarily relating to advertising and marketing communication, and is a regular presenter at academic conferences. He has also authored/co-authored a number of university-level textbooks and workbooks which are used in several countries.