

<<经管研究方法实践指南>>

图书基本信息

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内容概要

本书的目的旨在帮助学生消除那种认为研究“太过于科学化”或“太抽象”的错误观念；帮助学生了解科学与研究的语言及方法；帮助他们懂得那些结构合理与论证恰当的报告是如何比那些仅以实践方法或常识为基础的报告更令人信服和更可靠的；综合并简化研究过程，为学生提供实践指南，这样他们就能够有效地完成研究项目，写出好的论文和项目报告。

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