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Michael Raulin is a clinical associate professor at the State University of New York, Buffalo, where he has been a faculty member since 1978. He received his BS and Ph.D. from the University of Wisconsin at Madison. At Buffalo, he was the director of the Psychological Services Center--the research and training clinic for the Ph.D. program in clinical psychology--and also headed the Ph.D ...

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For undergraduate or graduate courses that include planning, conducting, and evaluating research. A do-it-yourself, understand-it-yourself manual designed to help students understand the fundamental structure of research and the methodical process that leads to valid, reliable results. Written in uncommonly engaging and elegant prose, this text guides the reader, step-by-step, from the selection of a problem, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions based on a solid theoretical framework and sound pedagogy. Suitable as the core text in any introductory research course or even for self-instruction, this text will show students two things: 1) that quality research demands planning and design; and, 2) how their own research projects can be executed effectively and professionally.

Written specifically for the Research Methods aspect of an MBA course, Research Methods in Management is the ideal companion for those needing guidance on carrying out a research project. The author offers a succinct guide to the topic which provides MBA and Business Students with the necessary grounding in the area of research without going into too much depth. The text is therefore written with modular courses in mind so that students gain an overall perspective of the important areas that need consideration and can ascertain the key points they need to be aware of when carrying out research. Dissertations and projects form an integral part of many MBA and degree courses and therefore guides such as this are becoming invaluable when tackling this area for the first time. Research Methods in Management approaches the research task in a step by step manner, covering areas such as data collection, observational methods, and data analysis. Guidance is provided on the best way to approach aspects of the research process and to ensure all aspects are adequately covered. As this is an area where many students feel they do not have any experience, a text such as this provides the necessary support in approaching this area of the course.

Research Methods for Business: A Skill-Building Approach is a concise and straightforward introduction for students to the world of business research. The skill-building approach provides students with practical perspectives on how research can be applied in real business situations. Maintaining Uma Sekaran's popular and accessible style of writing, Roger Bougie draws upon his extensive experience in the field to present an up-to-date guide on business research which is ideal for aspiring managers. The seventh edition has been fully revised and updated to include cutting-edge examples and enriched pedagogical features designed to improve student learning outcomes. There is now an increased emphasis on the relationship between the scientific and the pragmatic approaches to research, while the key concepts are explored and applied to real-life research throughout the book.

Since his New York Times op-ed column debuted in 2011, Mark Bittman has emerged as one of our most impassioned and opinionated observers of the food landscape. The Times' only dedicated opinion columnist covering the food beat, Bittman routinely makes readers think twice about how the food we eat is produced, distributed, and cooked, and shines a bright light on the profound impact that diet—both good and bad—can have on our health and that of the planet. In *A Bone to Pick*, Mark's most memorable and thought-provoking columns are compiled into a single volume for the first time. As abundant and safe as the American food supply appears to be, the state of our health reveals the presence of staggering deficiencies in both the system that produces food and the forces that regulate it. Bittman leaves no issue unexamined; agricultural practices, government legislation, fad diets, and corporate greed all come under scrutiny and show that the issues governing what ends up in our market basket and on our tables are both complex and often deliberately confusing. Unabashedly opinionated and invariably thought provoking, Bittman's columns have helped readers decipher arcane policy, unpack scientific studies, and deflate affronts to common sense when it comes to determining what "eating well" truly means. As urgent as the situation is, Mark contends that we can be optimistic about the future of our food and its impact on our health, as slow-food movements, better school-lunch programs, and even "healthy fast food" become part of the norm. At once inspiring, enraging, and enlightening, *A Bone to Pick* is an essential resource for every reader eager to understand not only the complexities inherent in the American food system, but also the many opportunities that exist to improve it.

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