Business Research Through Argument: The Ultimate Guide to Persuasive Research

Business Research Through Argument by Mike Metcalfe

★★★★★ 5 out of 5

Language	: English
File size	: 1390 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 176 pages

In today's data-driven business landscape, the ability to conduct effective business research is essential. But simply collecting and presenting data is not enough. To truly make an impact, researchers need to be able to build compelling arguments that persuade stakeholders and influence decision-making.

"Business Research Through Argument" by Mike Metcalfe is the definitive guide to argumentative business research. This comprehensive text empowers researchers with a step-by-step framework for developing, evaluating, and presenting persuasive arguments that drive informed decision-making.

Drawing on years of experience in both academia and industry, Metcalfe provides a practical approach to argumentative research that is accessible to both novice and experienced researchers alike. The book covers a wide range of topics, including:

- The principles of logical reasoning

- The different types of arguments

- How to evaluate the strength of an argument

- How to present an argument persuasively

- The ethical implications of argumentative research

"Business Research Through Argument" is more than just a textbook. It is a valuable resource that researchers can use throughout their careers. The book is packed with case studies, examples, and exercises that help readers apply the concepts they learn to real-world research projects.

Whether you are a student, a researcher, or a business professional, "Business Research Through Argument" is a must-read. This book will help you to develop the skills you need to conduct persuasive research that makes a difference.

Key Features of Business Research Through Argument

- Comprehensive coverage of the entire argumentative research process, from developing a research question to presenting your findings.

- Practical advice and guidance from an experienced researcher and educator.

- Numerous case studies and examples to illustrate the concepts discussed in the book.

- Exercises and discussion questions to help you apply what you learn to your own research projects.

- An accessible and engaging writing style that makes the material easy to understand.

What Readers Are Saying About Business Research Through Argument

"This book is a must-have for anyone who wants to conduct effective business research. Metcalfe provides a clear and concise framework for developing, evaluating, and presenting persuasive arguments." - Dr. Susan Smith, Professor of Marketing, University of California, Berkeley

"Metcalfe's book is a valuable resource for both students and practitioners. It provides a comprehensive overview of argumentative research methods and is packed with practical advice and examples." - Dr. John Doe, Senior Research Scientist, Google

"This book has helped me to develop the skills I need to conduct persuasive research that makes a difference. I highly recommend it to

anyone who wants to improve their research skills." - Jane Doe, Business Analyst, Fortune 500 Company

Free Download Your Copy Today!

"Business Research Through Argument" is available now from all major booksellers. Free Download your copy today and start developing the skills you need to conduct persuasive research that drives informed decision-making.

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