

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



RESEARCH ARGUMENT ESSAY

Assignment Description: This assignment asks you to deliver your research in the form of a research argument paper of 2000+ words, utilizing at least 12 sources, with a bibliography of both primary and secondary research. Both the draft and the revision of the research paper should be produced by a reflective process.

Due dates:

- Draft #1 due: Tuesday, May 13, by class
- Introductory paragraph (optional) & Title #2 due (optional): Thursday, May 29, by class
- Final Revision due: Tuesday, June 3, by class

Paper Format: 2000+ words, 12+ pages, separate title page including name, id#, and date; page numbers; correct citations and works cited in MLA format; 1" margins; visual evidence (as appropriate) with captions.

Submission Format: Electronic; pooling of all materials in your student portfolio as they are due (this includes title pages, separate margins, abstracts, works cited as they are due).

Grading: This assignment is worth 15% of the overall class grade.

Recommended Reading: Chapters 6 & 7

ASSIGNMENT GOALS

This assignment has three interrelated goals:

1. To ask you to take on a sophisticated research project, working with both primary and secondary sources, on a subject related to the intersection of gender and technology.
2. To encourage you to develop skills in delivering complex research effectively in written form.
3. To help you develop skills in presenting a powerful and accurate argument about a topic, using evidence to substantiate your claims.

DETAILED ASSIGNMENT

All PWR 2 students are required to complete an extended piece of academically rigorous research writing, designed to reinforce the skills learned in PWR 1 research strategies, deliberate use of rhetoric, claim and logical argumentation.

Your research paper should include an **argumentative thesis** that represents your own claim about a topic. This thesis should be supported by evidence derived from both primary and secondary research. You should utilize at least 12 sources and, as applicable, feedback (interviews, surveys, etc.)—in many cases, you

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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