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In its Anniversary 10th Edition, authors Cooper and Schindler continue to provide the most timely, richest, and most comprehensive coverage of the research experience in "Business Research Methods". Students and instructors will find thorough coverage of business research topics - including the best coverage of questionnaire design - backed by solid theory. The authors are successful marketing research consultants; their expertise is evident in the realistic Snapshots, Close-Ups, PicProfiles, and case studies found in the text. Managerial decision making is the underlying theme, and topics and applications are presented and organized in a manner that allows students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.