

Trung tâm TT-TV, ĐHQGHN Kính gửi thư viện thành viên liên chi hội một số ebook mới chủ đề Phương pháp nghiên cứu nói chung và Phương pháp nghiên cứu trong kinh doanh, tiếp thị:

1/ Research methodology : the aims, practices and ethics of science/Peter Pruzan.

http://repository.vnu.edu.vn/handle/VNU_123/32719

2/ Research methodology : from philosophy of science to research design / Alexander M. Novikov, Dmitry A. Novikov.

http://repository.vnu.edu.vn/handle/VNU_123/32725

3/ Market research methodologies : multi-method and qualitative approaches / Amandeep Takhar-Lail and Ali Ghorbani, editors.

http://repository.vnu.edu.vn/handle/VNU_123/32740

4/ Business Research Methods [electronic resource] : An Applied Orientation / by S Sreejesh, Sanjay Mohapatra, M R Anusree.

http://repository.vnu.edu.vn/handle/VNU_123/32744

5/ Statistical Research Methods [electronic resource] : A Guide for Non-Statisticians / by Roy Sabo, Edward Boone.

http://repository.vnu.edu.vn/handle/VNU_123/32774

Trân trọng

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