Handbook of Research Methods and Applications in Entrepreneurship and Small Business

Handbooks of Research Methods and Applications series

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This thought provoking book builds on existing research traditions that make small business, entrepreneurship and family business a resource rich arena for study. It steps back to ask fundamental questions that every researcher should consider prior to engaging in data collection. It focuses on topics that have traditionally frustrated researchers including experimental methods in small business research, scale development, control variables and language issues in cross cultural research.

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