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47) Explain the essential tenets of the scientific method and why this method is important for business research. Answer: The scientific method is an approach to problem-solving that is based on (1) direct observation of phenomena, (2) clearly defined variables, (3) empirically tested hypotheses, (4)

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elimination of rival hypotheses, (5) statistical justification of conclusions, and (6) a self-correcting process.

~~Schindler 13e Chapter 01 TB Answer Key Business ...~~

Research is a key element for any business, no matter how big or small it may be. Connecting with your target market is the key to unlocking huge success. With that said, there are limits to the amount and types of research small businesses can actually dedicate to.

~~5 Business Research Methods Every Business Should ...~~

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distinguished: □ Universalism. A universalist stance takes the view that ethical precepts should never be broken. Infractions of

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Questions about ethics in business and management research also bring in the role of professional associations, such as the American Academy of Management (AoM) and the Market Research Society (MRS), which have formulated codes of ethics on behalf of their members. Statements of professional principles are frequently accessible from the Internet.

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