

# BUSINESS RESEARCH METHODS

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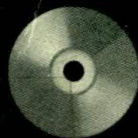
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Eight Edition



**DONALD R. COOPER**  
**PAMELA S. SCHINDLER**



McGRAW-HILL INTERNATIONAL EDITION  
Statistics and Probability Series

# Business Research Methods

EIGHTH EDITION

DONALD R. COOPER PAMELAS. SCHINDLER



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**BUSINESS RESEARCH METHODS**

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*To my sons, Ryan and Paul Cooper, for their love; and to my dear friends  
in China for teaching me a new truth, da qi wan cheng.*

*Donald Cooper*

---

*To Bill, who in this unsettling year of family crises and terrorist attacks  
served again as my most reliable anchor, and to my sisters, for their  
humorous perspective on everything.*

*Pamela Schindler*

# Preface

In each revision we strive to make the new edition more student and faculty friendly. No matter how the instructor chooses to teach—by lecture or discussion, with written or video cases, with student projects or not—we're convinced the eighth edition of *Business Research Methods* will be just right. It's crammed full of all the elements that our reviewers—student and faculty—assure us are essential to a great learning experience in research methods. Here's how we've delivered on the primary goals for the eighth edition.

## Enhance the Decision-Making Focus

### Four NEW Additions to Our Process Model Series

The research process model (you'll find it on the inside cover as well as in Chapter 3, Exhibit 3-1) is the graphical representation of the key teaching tool around which the text is based. We've listened to our reviewers and simplified the model, sometimes breaking it into smaller pieces or pulling out parts, enhancing the use of color to make the phases and steps clearer, and adding new process model exhibits to several chapters. Overall, the process model series now has 22 exhibits placed throughout the chapters.

### Research by Example

We've given you *even more examples* of real research decisions in this eighth edition. With more than 255 examples that cross all business disciplines, you're sure to find ones that help you learn and retain text material. Within the example group, you'll find more than two dozen examples focused on global scenarios and another two dozen examples involving the Internet. We've shared these examples in several ways:

- **Snapshot** boxes continue to offer brief but detailed research profiles. You'll find 53 of these research gems overall, including 30 NEW ones.
- **PicProfiles** are a new feature in the eighth edition. These 16 research profiles have a more narrow focus, and a distinctive visual is linked with each scenario. At first they might look like just another

photograph. But look more closely. In the extensive caption you'll find research decisions richly detailed. Many of these had their start in recent news headlines.

- **Photographs with captions** are included to make a quick point. You'll find that research companies, research sponsors, and those that serve the research industry have opened their advertising archives and shared their corporate photos throughout the eighth edition.
- **Tips** are gems of wisdom that researchers have shared with us. These will help the student of research do better research or avoid the pitfalls of less than professional research. When you see the distinctive TIP icon, read with a little more care.
- **End-of-Book Cases.** The 27 returning favorites—14 with datasets on CD and 2 with written data tables—are enriched by the addition of 2 new cases: *State Farm: Dangerous Intersections* and *The Catalyst for Women in Financial Services*, both exclusive to the eighth edition.

### New Topics in Depth

With our Close-Up feature, we showcase topics that are often given inadequate attention; and we show how they are applied. In the eighth edition, we've added five new Close-Ups on proposals, child-oriented research, sampling, advanced searching of secondary sources, and the Simalto+Plus analytical technique. By boxing these topics in a Close-Up, we've made it easy for faculty to choose whether to cover the topic in the depth that is offered, at a lesser level of depth, or not at all.

### A Renewed Commitment to Ethical Research

Certainly, the Enron situation has focused increasing attention on the ethical decisions in business. But we've always had a strong emphasis, devoting a chapter to the intricacies of such issues. The 8th edition goes a step farther, shining the spotlight on ethical research dilemmas in the news via additional Snapshots and PicProfiles.

## Enhance the Student's Visual Memory Cues

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### More Than 250 Exhibits

We've explored some creative ways to make the book easier and more appealing to explore, and to ensure that the major points receive standout attention. Not just more photographs and exhibits—although you'll surely see more—but also a better use of our color palette. With more than 250 graphical exhibits, this was a daunting task and has kept the artists hopping.

- **74 exhibits have been color-enhanced** for clarity of material.
- **9 exhibits have been reconstructed** for clarity of material.
- **24 new exhibits** have been added, developed around material that reviewers said needed more attention or clarity.

We've also kept all the other learning features our student reviewers demanded:

- **Bolded key terms** make terminology easier to find and reinforce that more attention should be given to this material while reading.
- **Tip icons** hint of ways to do better quality research, especially for those students doing research projects or manager-students buying research.
- **Pull-out lists**, whether these are numbered or just have bullets, help distill a larger body of work into its essential points; a time-saver that students depend on.
- **Margin notes** help keep the reader focused on the obvious threads running through the text, from chapter to chapter, and bring material read sometimes weeks earlier back to the forefront of memory.
- **Five types of discussion questions**, each drawing upon a different level of understanding, challenge students to know the material. Each chapter has one or more new questions in this eighth edition.
  - **Terms in Review** test recall of concepts and terminology.
  - **Making Research Decisions** encourages students to test their understanding at an applied level.

- **From Concept to Practice** encourages students to put chapter exhibits to use in learning concepts.
- **Bringing Research to Life** leads students back to the opening vignette to test their ability to find concepts within these real-research-based scenarios.
- **Web Exercises** showcase the wealth of research assistance to be found on the Internet, starting with our text website ([www.mhhe.com/business/cooper8](http://www.mhhe.com/business/cooper8)).
- **Comprehensive Sources on CD and in Appendix A** have expanded with 39 new sources and dozens of updated links.
- **Glossary** has new terms and it's still located both on the student CD and on our website.
- **Summary** still ties the chapter learning objectives to the text material.
- **Examples Index** helps students locate an example they remember and want to use—now they can find it again.

## Enhance Assistance for Student Projects

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Besides the research process model exhibits, we retained features that students doing research projects appreciate: the sample project in the appendix, Tips, and the PowerPoint Tutorial on our website.

- We've added a **Close-Up sample proposal** as Appendix D.
- We've added a **second sample proposal** to our website.
- We've **enhanced the exhibits in Chapters 4 and 15–20**, to make it possible for the student to better visualize a report and its various parts.
- We've created a **Snapshot** that addresses **overcoming the fear of making a presentation**.

## Recognize Unflinching Support

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Family, both real and extended, are always the foundation of any effort this large. So we send a very special thank you to the following:

- Judith Violette, Director, Helmke Library, Indiana University–Purdue Fort Wayne, who continues to find ways to make searching secondary sources easier and more effective.
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- Paul Cooper, Graphic Designer, for conceptualizing our efforts on another powerful cover.
- Jeff Stevens, for digesting and condensing the literature on Simalto+Plus, as well as writing the new section on LISREL.

We couldn't develop the wealth of examples found in the eighth edition without the gracious contributions of numerous research practitioners, especially those who worked with us on PicProfiles, Close-Ups and the two new cases. Thank you, Paulette Gerkovich, Catalyst; John Nepomuceno, State Farm; Megan Nerz, MLN Research; Tina Glover, L&E Research; Anne Hart Lamb, Bissell, Inc.; Christin Nowakowski, Informative, Inc.; Kellie Harris, Compaq; Ronna Charles, PolyVision, Inc.; and Tim Gabel, RTI International.

Our reviewers bring us insights that help clarify the changes we need and want to make in each edition. For their new perspective and the inspiration to create new solutions we thank: John Ballard, College of Mount St. Joseph; Robert Balik, Western Michigan University–Kalamazoo; Marcia Carter, University of Southern New Hampshire; David Dorsett, Florida Institute of Technology; Robert Wright, University of Illinois at Springfield; Judith McKnew, Clemson University; Cecilia Tempomi, Southwest Texas State Uni-

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We hope you find the eighth edition meets your ever-increasing expectations.

**Donald Cooper**  
**Pamela Schindler**

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