

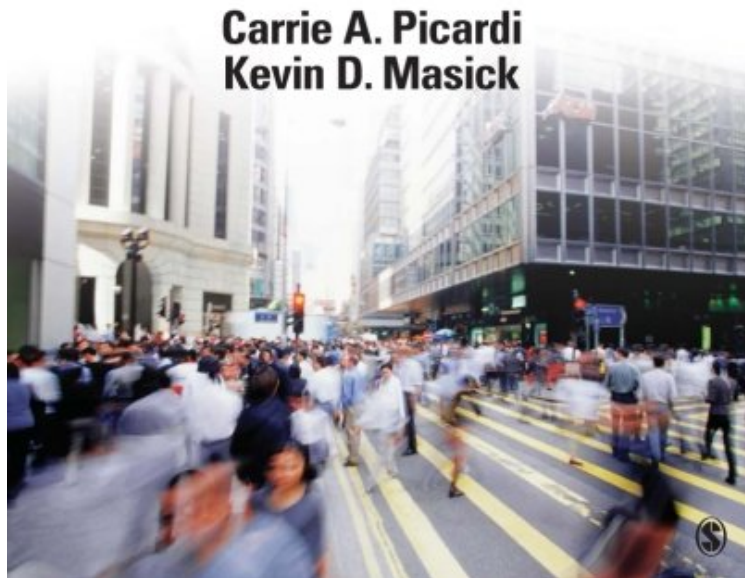
Research Methods: Designing and Conducting Research With a Real-World Focus

Carrie A. Picardi, Kevin D. Masick
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Research Methods

Designing and Conducting Research
With a Real-World Focus

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Kevin D. Masick



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1 of 1 people found the following review helpful. Yes, I am reviewing a research and statistics book. :)By CustomerThis was the required text for a graduate level research and statistics course I took in my MS.AP.IO Psych program at Sacred Heart University and had the privilege of having Dr. Picardi as my instructor. I understand that it may be hard to comprehend someone being excited about such a text but, I have been using this text regularly even after the course. It sits on my desk at work and I (as well as my colleagues) reference it every time we put a research project together. I run the customer feedback team for a national bank, this book has helped us add validity and unassailability to our projects. This text makes the subject matter engaging and relevant to real world scenarios (not at all what I expected). I highly recommend this book for any instructor teaching research methodology.0 of 0 people

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Research Methods: Designing and Conducting Research with a Real-World Focus provides the tools required to conduct relevant, high-quality research in both the classroom and the field. Carrie A. Picardi and Kevin D. Masickpsychologists with expertise in both teaching research methods and applying methods to diverse field settingsoffer a unique perspective by integrating current research articles with field-specific scenarios. They draw from research methodology tactics, strategy, and constraints from practitioners across the social sciences and in business. This text effectively bridges the gap between theory and practice by demonstrating how research is done within an organizational setting, and supplies students with relevant, applicable examples to learn from.