

Business Research Methods William G Zikmund Chapter 2

For the millions of Americans who want spirituality without religion, Sam Harris's latest New York Times bestseller is a guide to meditation as a rational practice informed by neuroscience and psychology. From Sam Harris, neuroscientist and author of numerous New York Times bestselling books, *Waking Up* is for the twenty percent of Americans who follow no religion but who suspect that important truths can be found in the experiences of such figures as Jesus, the Buddha, Lao Tzu, Rumi, and the other saints and sages of history. Throughout this book, Harris argues that there is more to understanding reality than science and secular culture generally allow, and that how we pay attention to the present moment largely determines the quality of our lives. *Waking Up* is part memoir and part exploration of the scientific underpinnings of spirituality. No other book marries contemplative wisdom and modern science in this way, and no author other than Sam Harris—a scientist, philosopher, and famous skeptic—could write it.

Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated Second Edition of *The Content Analysis Guidebook*, author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis.

Organizations need research, and managers have to be able to commission, judge and use others' research as well as conduct research themselves to inform business decisions. *Business Research Methods* helps you understand the challenges of carrying out worthwhile research into significant issues and develop a wide range of research-related professional skills. Guiding you through the process of selecting, carrying out and reporting on a successful research project, it breaks down the research process, from exploring the literature and crafting a research proposal to practical research management and addressing the transferable skills of project management and communication. *Business Research Methods* places research firmly in the real world, exploring why research is done and how to ensure that projects are meaningful for organizations. Examples and case studies, including examples of students' projects, give learners with little or no work experience a meaningful context in which to relate their own projects. Online supporting resources for lecturers include an instructor's manual with additional activities and supporting handouts, lecture slides and figures and tables from the text. Resources for students include web links, templates, quizzes, activities, examples of practice and sample questionnaire results for students.

This comprehensive Handbook is aimed at both academic researchers and practitioners in the field of complexity science. The book's 26 chapters, specially written by leading experts, provide in-depth coverage of research methods based on the sciences of complexity. The research methods presented are illustratively applied to practical cases and are readily accessible to researchers and decision makers alike.

Greg Boyd and his father, Ed, were on opposite sides of a great divide. Greg was a newfound Christian, while his father was a longtime agnostic. So Greg offered his father an invitation: Ed could write with any questions on Christianity, and his son would offer a response. *Letters from a Skeptic* contains this special correspondence. The letters tackle some of today's toughest challenges facing Christianity, including Do all non-Christians go to hell? How can we believe a man rose from the dead? Why is the world so full of suffering? How do we know the Bible was divinely inspired? Does God know the future? Each response offers insights into the big questions, while delivering intelligent answers that connect with both the heart and mind. Whether you're a skeptic, a believer, or just unsure, these letters can provide a practical, common-sense guide to the Christian faith.

Designed for students undertaking project and thesis work at graduate level, this text should guide those faced with projects and dissertations through the maze of research methods. The book's approach stresses methodological thinking as a pre-requisite for understanding the whole nature of the research process, and shows how this, combined with technical knowledge, will enable students to select effective research approaches and strategies.

"This is a great text. It is comprehensive and easy to understand. The illustrations will enable students to learn and remember the information. This is the first research methods text I have read that is actually fun to read." —Tina L. Freiburger, University of Wisconsin-Milwaukee
Research Methods in Criminal Justice and Criminology connects key concepts to real field research and practices using contemporary examples and recurring case studies that demonstrate how concepts relate to students' lives. Authors Callie M. Rennison and Timothy C. Hart introduce practical research strategies used in criminal justice to show students how a research question can become a policy that changes or influences criminal justice practices. The book's student-driven approach addresses both the why and the how as it covers the research process and focuses on the practical application of data collection and analysis. By demonstrating the variety of ways research can be used and reinforcing the need to discern quality research, the book prepares students to become critical consumers and ethical producers of research.
Free Poster: How to conduct a literature review Give your students the SAGE edge! SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Learn more at edge.sagepub.com/rennisonrm. Available with Perusall—an eBook that makes it easier to prepare for class! Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

The principles of marketing are covered in this book, which also examines the presentation of the marketplace as an interplay of relationships. The effect of the Internet and CD-ROM on marketing is also covered.

Since research is best learned by doing, this book emphasizes a hands-on, do-it yourself approach. The readers have many opportunities to see how business researches affect and support management decision. The book used a case study approach for all the chapters with interactive videos. The book gave emphasis to quantitative data analysis using a software program, IBM SPSS 20.0. The data analysis chapters illustrate in detail each step in running the software programs. The software programs files are provided for all data sets: outputs, demonstration movies, and screen captures are on the Website.

This book provides students most extensive help available to learn quantitative data analysis using SPSS. Thus, the authors prepared this textbook and all the additional materials to help the students to understand the functional principles of business research and how to apply them in real-life situations.

An adaptation of 'Social Research Methods' by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an assessment of the contexts within which different methods may be used and how they should be implemented.

Research Methods in Sports Coaching is a key resource for any student, researcher or practitioner wishing to undertake research into sports coaching. It takes the reader through each phase of the research process, from identifying valuable research questions, to data collection and analyses, to the presentation and dissemination of research findings. It is the only book to focus on the particular challenges and techniques of sports coaching research, with each chapter including examples, cases and scenarios from the real world of sports coaching. The book introduces and explores important philosophical, theoretical and practical considerations in conducting coaching research, including contextual discussions about why it's important to do sports coaching research, how to judge the quality of coaching research, and how sports coaching research might meet the needs of coaching practitioners. Written by a team of leading international scholars and researchers from the UK, US, Canada and Australia, and bridging the gap between theory and practice, this book is an essential course text for any research methods course taken as part of a degree programme in sports coaching or coach education.

Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanies: 9781133317029. This item is printed on demand.

For many readers, data theory is probably unfamiliar. Data isn't usually the subject matter of theory in and of itself. However, in this volume, William Jacoby introduces a theory of data idea. It examines how real world observations are transformed into something to be analyzed that is, data. Jacoby explores some of the basic ideas of data theory, and considers their implications for research strategies in the social sciences. "Like others in the series, it is reassuringly slim. It is intended for a general social science readership and is a worthwhile read even for experienced data analysts. since it draws attention not only to often overlooked assumptions, but also to often ignored analysis possibilities." --Telephone Surveys "On the whole, this book contains a lot of useful information." --Journal of Classification

There is no shortage of research methods that are easily applied to the study of everyday human experience. How, though, does one attempt to study extraordinary human experiences - ultimate values and meanings, peak experiences, transcendence and heightened awareness, among others. William Braud and Rosemarie Anderson introduce a series of transpersonal research methods that are intended to help researchers develop new ways of knowing and methods of inquiry. While these methods will be of particular interest to researchers in transpersonal psychology, humanistic psychology, or transpersonal studies applied to traditional fields, the authors argue that these approaches - with their emphasis on developing intuition, empathy and self-awareness – can benefit anyone involved in the research enterprise across many disciplines.

The subject of management research methodology is enthralling and complex. A student or a practitioner of management research is beguiled by uncertainties in the search and identification of the research problem, intrigued by the ramifications of research design, and confounded by obstacles in obtaining accurate data and complexities of data analysis. Management Research Methodology: Integration of Principles, Methods and Techniques seeks a balanced treatment of all these aspects and blends problem-solving techniques, creativity aspects, mathematical modelling and qualitative approaches in order to present the subject of Management Research Methodology in a lucid and easily understandable way.

Research Methods and Statistics for Public and Nonprofit Administrators: A Practical Guide is a comprehensive, easy-to-read, core text that thoroughly prepares readers to apply research methods and data analysis to the professional environments of public and non-profit administration. The authors expertly incorporate original case examples to demonstrate concepts using “real actors,” facing specific scenarios, in which research methods must be applied. This unique approach—presented in language accessible to both students new to research as well as current practitioners—guides the reader in fully understanding the research options detailed throughout the text.

About the Book: This second edition has been thoroughly revised and updated and efforts have been made to enhance the usefulness of the book. In this edition a new chapter The Computer: Its Role in Research have been added keeping in view of the fact tha

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet.

Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

We are delighted to present the twelfth edition of Business Research Methods. This edition continues to equip the readers with richest and most comprehensive knowledge and skills involved in the basic research process. Real-world examples, decision-making processes and industrial expertise are evident by way of Snapshots, CloseUps, PicProfiles and Cases found throughout the text. Managerial decision-making is the underlying theme which includes discussion of the business contexts, statistical analysis of the data, survey methods, and reporting and presentation of the data. Plethora of web supplements contain Written Cases, Video Cases, Web Exercises, Articles, Samples, Student Sample Projects, Solutions Manual, etc. Salient Features: - NEW! Reader-friendly structure - NEW! More than 15 Cases about hospital services, data mining, new promotions, etc. - Market-leading coverage of questionnaire design and web-based survey techniques - NEW! Indian and Asian examples to illustrate various concepts, framework, and decision-making tools - NEW! Updated pedagogy with additional examples solved using computer-based analytical methods (SPSS), 200+ true/false and multiple-choice questions

The Routledge Handbook of Research Methods for Social-Ecological Systems provides a synthetic guide to the range of methods that can be employed in social-ecological systems (SES) research. The book is primarily targeted at graduate students, lecturers and researchers working on SES, and has been written in a style that is accessible to readers entering the field from a variety of different disciplinary backgrounds. Each chapter discusses the types of SES questions to which the particular methods are suited and the potential resources and skills required for their implementation, and provides practical examples of the application of the methods. In addition, the book contains a conceptual and practical introduction to SES research, a discussion of key gaps and frontiers in SES research methods, and a glossary of key terms in SES research. Contributions from 97 different authors, situated at SES research hubs in 16 countries around the world, including South Africa, Sweden, Germany and Australia, bring a wealth of expertise and experience to this book. The first book to provide a guide and introduction specifically focused on methods for studying SES, this book will be of great interest to students and scholars of sustainability science, environmental management, global environmental change studies and environmental governance. The book will also be of interest to upper-level undergraduates and professionals working at the science-policy interface in the environmental arena.

Quantitative and Statistical Research Methods This user-friendly textbook teaches students to understand and apply procedural steps in completing quantitative studies. It explains statistics while progressing through the steps of the hypothesis-testing process from hypothesis to results. The research problems used in the book reflect statistical applications related to interesting and important topics. In addition, the book provides a Research Analysis and Interpretation Guide to help students analyze research articles. Designed as a hands-on resource, each chapter covers a single research problem and offers directions for implementing the research method from start to finish. Readers will learn how to:

- Pinpoint research questions and hypotheses
- Identify, classify, and operationally define the study variables
- Choose appropriate research designs
- Conduct power analysis
- Select an appropriate statistic for the problem
- Use a data set
- Conduct data screening and analyses using SPSS
- Interpret the statistics
- Write the results related to the problem

Quantitative and Statistical Research Methods allows students to immediately, independently, and successfully apply quantitative methods to their own research projects. Used to train generations of social scientists, this thoroughly updated classic text covers the latest research techniques and designs. Applauded for its comprehensive coverage, the breadth and depth of content is unparalleled. Through a multi-methodology approach, the text guides readers toward the design and conduct of social research from the ground up. Explained with applied examples useful to the social, behavioral, educational, and organizational sciences, the methods described are intended to be relevant to contemporary researchers. The underlying logic and mechanics of experimental, quasi-experimental, and non-experimental research strategies are discussed in detail.

Introductory chapters covering topics such as validity and reliability furnish readers with a firm understanding of foundational concepts. Chapters dedicated to sampling, interviewing, questionnaire design, stimulus scaling, observational methods, content analysis, implicit measures, dyadic and group methods, and meta-analysis provide coverage of these essential methodologies. The book is noted for its:

- Emphasis on understanding the principles that govern the use of a method to facilitate the researcher's choice of the best technique for a given situation.
- Use of the laboratory experiment as a touchstone to describe and evaluate field experiments, correlational designs, quasi experiments, evaluation studies, and survey designs.
- Coverage of the ethics of social research including the power a researcher wields and tips on how to use it responsibly.

The new edition features:

- A new co-author, Andrew Lac, instrumental in fine tuning the book's accessible approach and highlighting the most recent developments at the intersection of design and statistics.
- More learning tools including more explanation of the basic concepts, more research examples, tables, and figures, and the addition of bold faced terms, chapter conclusions, discussion questions, and a glossary.
- Extensive revision of chapter (3) on measurement reliability theory that examines test theory, latent factors, factor analysis, and item response theory.
- Expanded coverage of cutting-edge methodologies including mediation and moderation, reliability and validity, missing data, and more physiological approaches such as neuroimaging and fMRIs.
- A new web based resource package that features Power Points and discussion and exam questions for each chapter and for students chapter outlines and summaries, key terms, and suggested readings.

Intended as a text for graduate or advanced undergraduate courses in research methods (design) in psychology, communication, sociology, education, public health, and marketing, an introductory undergraduate course on research methods is recommended.

Decisions in businesses and organizations are too often based on fads, fashions and the success stories of famous CEOs. At the same time, traditional models and new cutting-edge solutions often fail to deliver on what they promise. This situation leaves managers, business leaders, consultants and policymakers with a profound challenge: how can we stay away from trends and quick fixes, and instead use valid and reliable evidence to support the organization? In response to this problem, evidence-based management has

evolved with the goal of improving the quality of decision-making by using critically evaluated evidence from multiple sources - organizational data, professional expertise, stakeholder values and scientific literature. This book sets out and explains the specific skills needed to gather, understand and use evidence to make better-informed organizational decisions. Evidence-Based Management is a comprehensive guide that provides current and future managers, consultants and organizational leaders with the knowledge and practical skills to improve the quality and outcome of their decision-making. Online resources include case studies, exercises, lecture slides and further reading. Business Research Methods is the complete introduction to doing business research and is an ideal guide for students embarking on a research project. Developed specifically with business and management students in mind, this textbook explores the nature and purpose of business research and the issues it entails, while also providing students with practical advice through "Tips and skills" boxes. In addition to a broad range of relevant examples, the book features a substantial discussion of ethics, and a strong emphasis on the most frequent challenges faced by students, such as choosing a research question, planning a project, and writing it up. Fresh voices and perspectives run throughout this edition. New author, Bill Harley, further internationalizes the book's coverage, based on his expertise in the Australian business and management context. Also hear from Amrit, Jordan, Anna, Ed, and Alex - an additional five students whose personal insights and advice in the "student experience" feature help you avoid common mistakes, and follow their successful strategies when undertaking your own research project. This edition has been extensively revised, updated, and streamlined. Coverage of E-Research is now woven throughout the entire book to reflect the centrality of internet-based research methods. The book is accompanied by a suite of online resources that include: For students: * Multiple choice questions * Research Project guide * Interviews with students * Data sets * Using Excel in data analysis (in Excel) * Web links For lecturers: * Test bank * Discussion questions * PowerPoint slides * Lecturer's guide * Case studies * Figures and plates from the text * VLE cartridge

Marketing Research, 5e equips students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. For analysing data, the text covers both SPSS and Excel outputs. This text is indispensable for students studying marketing research in any business or marketing course. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools cengage.com.au/mindtap

The SAGE Handbook of Applied Social Research Methods, Second Edition provides students and researchers with the most comprehensive resource covering core methods, research designs, and data collection, management, and analysis issues. This thoroughly revised edition continues to place critical emphasis on finding the tools that best fit the research question given the constraints of deadlines, budget, and available staff. Each chapter offers key guidance on how to make intelligent and conscious tradeoffs so that one can refine and hone the research question as new knowledge is gained, unanticipated obstacles are encountered, or contextual shifts take place - all key elements in the iterative nature of applied research. Each chapter has been enhanced pedagogically to include more step-by-step procedures, specific, rich yet practical examples from various settings to illustrate the method, parameters to define when the method is most appropriate and when it is not appropriate, and greater use of visual aids (graphs, models, tip boxes) to provide teaching and learning tools. - twenty core chapters written by research experts that cover major methods and data analysis issues across the social and behavioral sciences, education, and management; - emphasis on applying research techniques, particularly in "real-world" settings in which there are various data, money, time, and political constraints; - new chapters on mixed methods, qualitative comparative analysis, concept mapping, and internet data collection; - a newly developed section that serves as a guide for students who are navigating through the book and attempting to translate the chapters into action; - a new Instructor's Resources CD, with relevant journal articles, test questions, and exercises to aid the instructor in developing appropriate course materials.

Written specifically for students with no previous experience of research and research methodology, the Third Edition of Research Methodology breaks the process of designing and doing a research project into eight manageable steps and provides plenty of examples throughout to link theory to the practice of doing research. The book contains straightforward, practical guidance on: - Formulating a research question - Ethical considerations - Carrying out a literature review - Choosing a research design - Selecting a sample - Collecting and analysing qualitative and quantitative data - Writing a research report The third edition has been revised and updated to include extended coverage of qualitative research methods in addition to the existing comprehensive coverage of quantitative methods. There are also brand new learning features such as reflective questions throughout the text to help students consolidate their knowledge. The book is essential reading for undergraduate and postgraduate students in the social sciences embarking on qualitative or quantitative research projects.

Thoroughly updated to reflect changes in both research and methods, this Third Edition of Remler and Van Ryzin's innovative, standard-setting text is imbued with a deep commitment to making social and policy research methods accessible and meaningful. Research Methods in Practice: Strategies for Description and Causation motivates readers to examine the logic and limits of social science research from academic journals and government reports. A central theme of causation versus description runs through the text, emphasizing the idea that causal research is essential to understanding the origins of social problems and their potential solutions. Readers will find excitement in the research experience as the best hope for improving the world in which we live, while also acknowledging the trade-offs and uncertainties in real-world research.

Covering topics in business research this text employs numerous examples to illustrate real-world research in management marketing finance accounting and other areas of business.

Essentials of Marketing Research: Putting Research into Practice, an exciting new practical guide by Kenneth E. Clow and Karen E. James offers a hands-on, applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results. Each chapter opens by describing an actual research study related to the chapter content, with rich examples of contemporary research practices skillfully drawn from interviews with marketing research professionals and published practitioner studies. Clow and James explore the latest research techniques, including social media and other online methodologies, and they examine current statistical methods of analyzing data. With emphasis on how to interpret marketing research results and how to use those findings to make effective management decisions, the authors offer a unique learning-by-doing approach to understanding data analysis, interpreting data, and applying results to decision-making.

Business Research Methods provides students with the knowledge, understanding and necessary skills to complete a business research. The reader is taken step-by-step through a range of contemporary research methods, while numerous worked examples an

Cooper and Schindler's Business Research Methods, 8e offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text. Managerial decision making is the underlying theme, topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

This book provides step-by-step instructions on how to analyze text generated from in-depth interviews and focus groups, relating predominantly to applied qualitative studies.

The book covers all aspects of the qualitative data analysis process, employing a phenomenological approach which has a primary aim of describing the experiences and perceptions of research participants. Similar to Grounded Theory, the authors' approach is inductive, content-driven, and searches for themes within textual data.

ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips students with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artificial online data. Designed specifically for instructors who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text features updates based on recent trends and technology, including an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book analyses the challenges of secrecy in security research, and develops a set of methods to navigate, encircle and work with secrecy. How can researchers navigate secrecy in their fieldwork, when they encounter confidential material, closed-off quarters or bureaucratic rebuffs? This is a particular challenge for researchers in the security field, which is by nature secretive and difficult to access. This book creatively assesses and analyses the ways in which secrets operate in security research. The collection sets out new understandings of secrecy, and shows how secrecy itself can be made productive to research analysis. It offers students, PhD researchers and senior scholars a rich toolkit of methods and best-practice examples for ethically appropriate ways of navigating secrecy. It pays attention to the balance between confidentiality, and academic freedom and integrity. The chapters draw on the rich qualitative fieldwork experiences of the contributors, who did research at a diversity of sites, for example at a former atomic weapons research facility, inside deportation units, in conflict zones, in everyday security landscapes, in virtual spaces and at borders, bureaucracies and banks. The book will be of interest to students of research methods, critical security studies and International Relations in general.

Cooper and Schindler's Business Research Methods offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text. Managerial decision making is the underlying theme, topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

BUSINESS RESEARCH METHODS, 8E, examines a variety of research methods that can be utilized across business functions including marketing, finance, management, and accounting. The book superbly demonstrates how the practice of business research aids managers in making critical business decisions in our new digital age.

[Copyright: d577e84af1f6444e35d023f43a2b77ed](https://www.cengage.com/ebooks/0130234321/9780130234321.pdf)