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Quantitative Techniques for Business 10 1. Quantitative techniques involves mathematical models, equations and other mathematical expressions 2. Quantitative techniques are based on number of assumptions. Therefore, due care must be ensured while using quantitative techniques, otherwise it will lead to wrong conclusions. 3.

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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.

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