

Simple Steps for Your Business Research

Tips & Tricks

**Dr. Samuel PD Anantadjaya
Irma M Nawangwulan, MBA**

Why Business Research?

It is simply because research is closely related into decision-making processes. Though the word "research" may appear a bit daunting for people, simply due to its close connections with the use of laboratories, perform by scientists, require data analysis, including various mathematical and statistical testing, research is actually the sets of activities and processes to value the available data toward formulating solutions, given a particular situation. From a simple decision to get lunch (what, where, when, how much, and with whom), to a more complex decision to buy a tour package from travel agencies, for instance, research is needed to assist people in making a better decision.

Perhaps, the more appropriate question is
"why NOT"?

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