



Emerald invite you to
Meet the Editor
of

Doing Research That Matters: Shaping the Future of Management

An opportunity to meet

Marco Busi

at the launch of his new book

Wednesday 10th August 2013, 4.30-5.30pm

WDW Swan Resort, Toucan 1

We look forward to seeing you there.





Doing Research That Matters: Shaping the Future of Management

Editor: **Marco Busi**

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Format: Hardback, 200 pages

Pricing: ~~£35.95~~ £25.16 / ~~€51.95~~ €36.36 / ~~\$65.95~~ US\$46.16

Highlights

- This book helps readers who want to have a real impact through their management practice or research, and contribute to shaping the future of management
- presents a collection of views and experiences of Nobel Laureates and top management gurus such as Robert Kaplan, Philip Kotler, Howard Gardner, Costas Markides, specifically related to the concepts of research excellence, research process and research outcome
- highlights patterns in the way pioneers identify a problem worth researching
- offers suggestions to improve the approach to research throughout its whole lifecycle, from idea conception to research publication
- is unique in its review of the characteristics of research excellence in management, through the lenses of different scientific disciplines.

For table of contents and further information visit: www.emeraldinsight.com/tk/doing_research_that_matters

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