

## Empirical Social Research

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## Review questions – the nature of (business) research

Business research attempts to provide accurate information in order to reduce uncertainty in decision-making.

True or False?

## Review questions – the nature of (business) research

Business research is more than conducting surveys.

True or False?

## Review questions – the nature of (business) research

The term “research” means “to search again.”

True or False?

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**Thank you very much for your attention.**

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