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approaches are widely recognized: quantitative research and qualitative research. Quantitative research is an inquiry into an identified problem, based on testing a theory, measured with numbers, and analyzed using statistical techniques. The goal of quantitative methods is to determine whether the predictive generalizations of a theory hold true.

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Book Selection Quantitative Approaches in Business Studies (2nd Edition) C. MORRIS Pitman, London, 1989. 403 pp. £10.95 ISBN 0 273 02954 1 In the preface to this, the second edition, Dr Morris informs the reader that the aim of this edition is exactly that of the first, namely 'to recognize that most students on . . . degree courses in business studies-are not mathematicians, never will be ...

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