



Essentials of Research Design and Methodology

By Geoffrey R. Marczyk, David DeMatteo, David Festinger

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Master the essential skills for designing and conducting a successful research project

Essentials of Research Design and Methodology contains practical information on how to design and conduct scientific research in the behavioral and social sciences. This accessible guide covers basic to advanced concepts in a clear, concrete, and readable style.

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- Sales Rank: #78295 in Books
- Published on: 2005-03-02
- Released on: 2005-02-16
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x 1.10" w x 5.40" l, .67 pounds
- Binding: Paperback
- 306 pages

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About the Author

Geoffrey Marczyk, JD, PhD, is Assistant Professor at Widener University's Institute for Graduate Clinical Psychology in Chester, Pennsylvania.

David DeMatteo, JD, PhD, is a behavioral scientist at the Treatment Research Institute at the University of Pennsylvania in Philadelphia, Pennsylvania.

David Festinger, PhD, is a behavioral scientist at the Treatment Research Institute at the University of Pennsylvania in Philadelphia, Pennsylvania.

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