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NEW TO EDITION

- 42 revised research examples are used to illustrate key concepts of research methodology
- Rearrangement and addition of content in the latter half of the text, including two chapters (7 and 8) devoted specifically to various types of Experimental Designs
- Chapters 9 and 10 are focused on Non-Experimental Designs, and how data is analyzed for those designs

FEATURES

- Multiple self-tests in every chapter
- Concrete historical, real world examples
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