For undergraduate students just learning about research methods or graduate students advancing their research knowledge, each new edition of *Business Research Methods* promises—and has continually delivered—not only a teachable textbook but a valued reference for the future. As a mark of its worldwide acceptance as an industry standard, *Business Research Methods* is available in nine international editions and four languages.

When you are creating a 12th edition, you don't want to tinker too much with what has made instructors adopt your textbook for their students or what has prompted researchers to use it as a valuable shelf reference. But to ignore change in the research environment would be negligent.

Leading

We used the 2012 GreenBook Research Industry Trends (GRIT) Report as a starting point for creating the 12th edition. This large study of research suppliers and research clients gave us clear direction on emerging techniques and how the research field was changing. We focused our efforts on obtaining examples of these changes and they are included in content throughout the book and in Snapshots and PicProfiles—both contentwise and visually.

Responsive . . . to Students and Faculty

Snapshots, PicProfiles, and CloseUps are the way we reveal what is timely and current in research. We wait until such issues are more mainstream before giving the topic a permanent place within the text. In fact, of the 82 Snapshots and PicProfiles featured, 35 are completely new and one-half of the CloseUps had major updates. Of these new examples, you will find topics dealing with biometrics, eye tracking via the Web, mobile surveys, online communities, listening tours, location-based tracking, talent analytics, incentivizing participants, data visualization, mixed mode surveys, mixed access recruiting, charting, as well as Internet research, cloud computing, using Excel in data analysis and presentation, Smartphone research, dirty data, gut hunches, wildcat surveys, and more. And you'll discover research stories that relate to such organizations or brands as Mercedes-Benz, TNS-Infratest, NTT Communications, Next Generation Market Research, Interactive Advertising Bureau, Groupon, TrustE, Decipher, Living Social, Troy-Bilt, among numerous others.

There are currently about 200 images and text art supporting our learning objectives; you will discover that over one-quarter are new to this edition. We've updated our "From the Headlines" discussion questions, covering product introductions, employee issues, legal proceedings, advertising campaigns, and many more topics and added more research examples to the Instructor's Manual, for use in class discussions or testing.

Our book is designed for a one-semester course although under no circumstance is it imagined that the entire book be covered. In an effort to make the book more user friendly yet give faculty members tremendous flexibility in choosing materials for the theme they set for their course, we have created an Online Learning Center for the text. Analogous to cloud computing, we stored regularly used data on McGraw-Hill's servers that can be easily accessed through the Internet. Central to that design, we moved material from chapter appendices to the Online Learning Center thereby reducing the physical size of the book that our own students often carry with them. Among those items available at the Online Learning Center are How the Industry Works, Bibliographic Database Searches, Advanced Bibliographic Searches, Complex Experimental Designs, Test Markets, and Pretesting Options and Discoveries. Since many research methods courses for undergraduates don't use multivariate statistics, we've moved our chapter "Multivariate Analysis: An Overview" to the Online Learning Center for the benefit of graduate students. You'll also find written and video cases, questionnaires, data sets, a sample student project, and digital support materials related to some of our Snapshots and CloseUps in the Online Learning Center.

We continue to use chapter and end-of-text appendices for information that, given the differing skills and knowledge of their students, instructors may want to emphasize. We retained end-of-chapter appendices related to Crafting Effective Measurement Questions and Determining Sample Size, as well as end-of book appendices related to a sample proposal, a focus group guide, non-parametric statistics, and statistical tables.

Fine-Tuned

Process Series of Exhibits　The core pedagogy of *Business Research Methods* is based on an understanding that student learners are of three types: visual, auditory, and kinesthetic. These exhibits offer a detailed, graphical map of the research process or a more detailed breakout of each subprocess, perfect for hands-on projects. Each of these exhibits is linked to others in the series with a consistent use of shape and color. You'll find 32 of these exhibits throughout the text. Changes in process exhibits, other exhibits, and embedded tables resulted in twenty-three major modifications using new information, data, or graphs throughout the text.

Online Learning Center   There is a wealth of information, samples, templates, and more in this Web depository.

Written Cases. Cases offer an opportunity to tell research stories in more depth and detail. You'll find a new case, *Marcus Thomas LLC Tests Hypothesis for Troy-Bilt Creative Development,* complete with its online questionnaire, at the Online Learning Center. You'll also find cases about hospital services, lotteries, data mining, fundraising, new promotions, and website design, among other topics, featuring organizations like Akron Children's Hospital, Kelly Blue Book, Starbucks, Yahoo!, the American Red Cross, and more.

Video Cases. We are pleased to continue to make available a first in video supplements, several short segments drawn from a two-hour metaphor elicitation technique (MET) interview. These segments should be invaluable in teaching students to conduct almost any type of individual depth interview and to explain the concept of researcher–participant rapport. Four of our video cases were written and produced especially to match the research process model in this text and feature noted companies: Lexus, Starbucks, Wirthlin Worldwide (now Harris Interactive), Robert Wood Johnson Foundation, GMMB, Visa, Bank One, Team One Advertising, U.S. Tennis Association, Vigilante New York, and the Taylor Group.

Web Exercises. It is appropriate to do Web searches as part of a research methods course, so each chapter offers one or more exercises to stimulate your students to hone their searching skills. Due to the ever-changing nature of Web URLs, however, we offer these exercises in the Instructor's Manual.

Articles, Samples, and Templates. Students often need to see how professionals do things to really understand, so you'll find a sample EyeTrackShop report, a Nielsen report of using U.S. Census data, an Excel template for generating sample data displays, and more.

Sample Student Project. Visualization of the finished deliverable is crucial to creating a strong research report.

Collaborative

When revising an edition, many individuals and companies contribute. Here are some who deserve special recognition and our gratitude.

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Through this 12th edition, we hope you and your students discover, or rediscover, how stimulating, challenging, fascinating, and sometimes frustrating this world of research-supported decision making can be.

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