

Response to tammys post

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Indeed this Chapter explains how effective research needs to be supported by reliable information; Bovee and Thill have laid out a process on how to get better results when searching for information. This informative chapter describes the most effective way to conduct research as well as explains how to evaluate the credibility of any source of information. An analytical report is important for analyzing, understanding, or explaining a problem or opportunity and drawing conclusions from the research. Therefore planning for an analytical report is crucial since it minimizes the chances of wasting time and improves the results of the research. Analytical reports can be used to assess the risks, opportunities, and the decisions and actions that are required to be undertaken. By so doing through analytical reports, one can be able to analyze risk or opportunity and come up with the decisions that will be of benefit to the organization.

Response to Thomas' Post

Research has to contain information that is collected first hand even though regrettably most research papers nowadays only contain secondary information. I concur with you that one of the best ways to collect primary information is through interviewing the appropriate parties. Interviews offer the researcher the opportunity to interact with the interested party and acquire information that is directly related to the research being conducted. This is particularly important since most secondary information that can be obtained does not relate to the topic of research and is therefore not of benefit. Therefore, interviewing experts knowledgeable on the field of research is beneficial since the feedback obtained is relevant to the topic in question.

In order to get the most of the information from the interview, one has to

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prepare for it by setting the questions to ask. This gives one control of the interview by getting the relevant specific answers and it avoids wastage of time both on your part and also the interviewee.