

Business Research Methods, 12th edition

By Donald Cooper, Pamela Schindler

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Editorial Review

About the Author
Teaches research methods, statistics, and organizational behavior in the masters and doctoral programs of public administration and business. Cooper's Ph.D. is from Kent State University. In addition to grants, articles, books, and monographs, he has received several teaching awards, most recently from the College of Architecture, Urban & Public Affairs. Dr. Cooper serves as the managing director of the Cooper Research Group, a consultancy specializing in customer satisfaction, loyalty, defection, and market segmentation research for the electronics and computer industries. Currently, he provides senior management of domestic and global firms with brand, segmentation, and service analysis. Prior to his academic career, Cooper was responsible for executive recruitment at a Fortune 500 and was an U.S. Air Force Captain during four years of active duty.

Professor of Management at Wittenberg University, is an educator and businesswoman. A winner of the prestigious Leavey Foundation Award in Free Enterprise Education, Schindler specializes in teaching marketing management, creative advertising, and supervising students on applied management projects. Serving as Director of Wittenberg's Center for Applied Management, she coordinates the Small Business Institute (SBI) program, winner of the 1996 National Showcase Award for innovation and excellence, as well as the Project Management Assistance program, in which she has guided more than 300 students doing experiential research and strategic projects for businesses, not-for-profits, and government agencies. A management and marketing consultant, Schindler also holds operating responsibilities in her family's property management business.

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