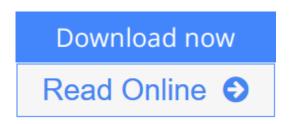


# **Essentials of Research Design and Methodology**

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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As part of the Essentials of Behavioral Science series, this book offers a thorough review of the most relevant topics in research design and methodology. Each concise chapter features numerous callout boxes highlighting key concepts, bulleted points, and extensive illustrative material, as well as "Test Yourself" questions that help you gauge and reinforce your grasp of the information covered.





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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 Resarch Institute at the University of Pennsylvania in Philadelphia, Pennsylvania.

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