

Writing as a Tool for Social Science Research and for Marketing Knowledge

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ABSTRACT Writing is one of the tools of research that is usually taken for granted. This paper is an attempt at bringing out the importance of effective writing, especially to social science researchers. With examples, it indicates the main aspects of good writing, discusses standards in written work, including theses and dissertations, and points out how writing social science research papers can be improved. Academicians and graduate students in a wide array of disciplines should find this work useful in preparing their theses and dissertations and developing research papers for reputable journals and other publications.