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systematic and organized effort to  
investigate a specific problem  
encountered in the work setting, that  
needs a solution.

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explain the different between applied  
and basic research. Answer : business  
research as an organized, systematic, dat  
abase, critical, objective, scientific inquiry  
or investigation into a specific problem,  
undertaken with the purpose of finding  
answers or solution to it. and the  
different between applied and basic  
research is, applied research done with

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