



Get Funded!: A Practical Guide for Scholars Seeking Research Support from Business

Dorin Gardner Schumacher

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In a time of shrinking government support for academic research, this manual for academics and researchers on how to persuade private businesses to sponsor research projects and programmes will be most welcome. It includes practical, down-to-earth suggestions for locating an appropriate company, making the initial contact, negotiating a research grant and writing and reporting research results. As well as this, **Get Funded!** establishes a wider context of university-industry ethical concerns and makes the case for a true partnership between academia and business.

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