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E-Book Readers for Full-Time MBA Students: An Investigation in Manchester

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Abstract

This article is an investigation of the use of e-book readers by MBA students at the Manchester Business School of the University of Manchester. In Summer 2010 we undertook a pilot study with a small number of MBA students in order to gauge the effectiveness of e-book readers as an alternative means of accessing their course readings. The study found that e-book readers were used by a significant proportion of the drivers of the study. The study also found that e-book readers were used by a significant proportion of the educational drivers of the study. The study also found that e-book readers were used by a significant proportion of the implications of the study.

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