# MG5510 - Dissertation

This is a provisional list that has yet to be reviewed. Items may therefore change.



[1]

Alasuutari, P. et al. 2008. The SAGE handbook of social research methods. SAGE.

# [2]

Becker, H.S. and Richards, P. 2007. Writing for social scientists: how to start and finish your thesis, book, or article. University of Chicago Press.

# [3]

Bell, J. 2010. Doing your research project: a guide for first-time researchers in education, health and social science. McGraw-Hill Open University Press.

# [4]

Capstone Writer Producing the capstone project.

# [5]

Collis, J. et al. 2012. Business accounting: an introduction to financial and management accounting. Palgrave Macmillan.

# [6]

Hardy, M.A. and Bryman, A. 2009. Handbook of data analysis. SAGE.

[7]

Hart, C. 1998. Doing a literature review: releasing the social science research imagination. Sage.

[8]

O'Leary, Z. 2005. Researching real-world problems: a guide to methods of inquiry. SAGE.

[9]

Ridley, D. 2012. The literature review: a step-by-step guide for students. SAGE.

#### [10]

Riley, M. 2000. Researching and writing dissertations in business and management. Thomson Learning.

# [11]

Salkind, N.J. 2014. Statistics for people who (think they) hate statistics. SAGE.

#### [12]

Sapsford, R.J. et al. 2006. Data collection and analysis. SAGE.

#### [13]

Yin, R.K. Case study research: design and methods.

# [14]

Yoo, B. et al. 2000. An examination of selected marketing mix elements and brand equity. Journal of the Academy of Marketing Science. 28, 2 (2000).