

MG5510 - Dissertation

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

View Online



-
1.
Alasuutari P, Bickman L, Brannen J. The SAGE Handbook of Social Research Methods. SAGE; 2008.
<http://lib.myilibrary.com/browse/open.asp?id=414807&entityid=https://idp.brunel.ac.uk/entity>

 2.
Becker HS, Richards P. Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article. Vol Chicago guides to writing, editing, and publishing. 2nd ed. University of Chicago Press; 2007.
<https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=432175>

 3.
Bell J. Doing Your Research Project: A Guide for First-Time Researchers in Education, Health and Social Science. Vol Open UP study skills. 5th ed. McGraw-Hill Open University Press; 2010.
<http://lib.myilibrary.com/browse/open.asp?id=302868&entityid=https://idp.brunel.ac.uk/entity>

 4.
Capstone Writer. Producing the Capstone Project.

 5.
Collis J, Holt A, Hussey R. Business Accounting: An Introduction to Financial and Management Accounting. 2nd ed. Palgrave Macmillan; 2012.
<http://lib.myilibrary.com/browse/open.asp?id=823935&entityid=https://idp.brunel.ac>

uk/entity

6.

Hardy MA, Bryman A. Handbook of Data Analysis. SAGE; 2009.
<http://lib.mylibrary.com/browse/open.asp?id=604591&entityid=https://idp.brunel.ac.uk/entity>

7.

Hart C. Doing a Literature Review: Releasing the Social Science Research Imagination. Sage; 1998.

8.

O'Leary Z. Researching Real-World Problems: A Guide to Methods of Inquiry. SAGE; 2005.

9.

Ridley D. The Literature Review: A Step-by-Step Guide for Students. Vol Sage study skills. 2nd ed. SAGE; 2012.

10.

Riley M. Researching and Writing Dissertations in Business and Management. Thomson Learning; 2000.

11.

Salkind NJ. Statistics for People Who (Think They) Hate Statistics. 5 edition. SAGE; 2014.

12.

Sapsford RJ, Jupp V, Open University. Data Collection and Analysis. 2nd ed. SAGE; 2006.
<https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=354916>

13.

Yin RK. Case Study Research: Design and Methods. Fifth edition.

14.

Yoo B, Donthu N, Lee S. An examination of selected marketing mix elements and brand equity. Journal of the Academy of Marketing Science. 2000;28(2).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2967019&site=ehost-live>