## MG5510 - Dissertation

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



Alasuutari, P., Bickman, L., & Brannen, J. (2008). The SAGE handbook of social research methods. SAGE.

http://lib.myilibrary.com/browse/open.asp?id=414807&entityid=https://idp.brunel.ac.uk/entity

Becker, H. S., & Richards, P. (2007). 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.

https://ebookcentral.proguest.com/lib/brunelu/detail.action?docID=432175

Bell, J. (2010). 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

http://lib.myilibrary.com/browse/open.asp?id=302868&entityid=https://idp.brunel.ac.uk/entity

Capstone Writer. (n.d.). Producing the capstone project.

Collis, J., Holt, A., & Hussey, R. (2012). Business accounting: an introduction to financial and management accounting (2nd ed). Palgrave Macmillan.

http://lib.myilibrary.com/browse/open.asp?id=823935&entityid=https://idp.brunel.ac.uk/entity

Hardy, M. A., & Bryman, A. (2009). Handbook of data analysis. SAGE. http://lib.myilibrary.com/browse/open.asp?id=604591&entityid=https://idp.brunel.ac.uk/entity

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

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

Ridley, D. (2012). The literature review: a step-by-step guide for students: Vol. Sage study skills (2nd ed). SAGE.

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

Salkind, N. J. (2014). Statistics for people who (think they) hate statistics (5 edition). SAGE.

Sapsford, R. J., Jupp, V., & Open University. (2006). Data collection and analysis (2nd ed). SAGE. https://ebookcentral.proguest.com/lib/brunelu/detail.action?docID=354916

Yin, R. K. (n.d.). Case study research: design and methods (Fifth edition).

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