

## MG5510 - Dissertation

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

View Online



---

Alasuutari, Pertti, Leonard Bickman, and Julia Brannen. 2008. *The SAGE Handbook of Social Research Methods*. Los Angeles, Calif: SAGE.

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

Becker, Howard S., and Pamela Richards. 2007. *Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article*. 2nd ed. Vol. Chicago guides to writing, editing, and publishing. Chicago, Ill: University of Chicago Press.

<https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=432175>.

Bell, Judith. 2010. *Doing Your Research Project: A Guide for First-Time Researchers in Education, Health and Social Science*. 5th ed. Vol. Open UP study skills. Maidenhead: 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, Jill, Andrew Holt, and Roger Hussey. 2012. *Business Accounting: An Introduction to Financial and Management Accounting*. 2nd ed. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan.

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

Hardy, Melissa A., and Alan Bryman. 2009. *Handbook of Data Analysis*. London: SAGE.

<http://lib.myilibrary.com/browse/open.asp?id=604591&entityid=https://idp.brunel.ac.uk/entity>.

Hart, Chris. 1998. *Doing a Literature Review: Releasing the Social Science Research Imagination*. London: Sage.

O'Leary, Zina. 2005. *Researching Real-World Problems: A Guide to Methods of Inquiry*. London: SAGE.

Ridley, Diana. 2012. *The Literature Review: A Step-by-Step Guide for Students*. 2nd ed. Vol. Sage study skills. London: SAGE.

Riley, Michael. 2000. *Researching and Writing Dissertations in Business and Management*. London: Thomson Learning.

Salkind, Neil J. 2014. *Statistics for People Who (Think They) Hate Statistics*. 5 edition. Los

Angeles: SAGE.

Sapsford, R. J., Victor Jupp, and Open University. 2006. *Data Collection and Analysis*. 2nd ed. London: SAGE.

<https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=354916>.

Yin, Robert K. n.d. *Case Study Research: Design and Methods*. Fifth edition.

Yoo, Boonghee, Naveen Donthu, and Sungho Lee. 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>.