MG5510 - Dissertation

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



Alasuutari, P., Bickman, L. and Brannen, J. (2008) The SAGE handbook of social research methods. Los Angeles, Calif: SAGE. Available at:

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

Becker, H.S. and Richards, P. (2007) Writing for social scientists: how to start and finish your thesis, book, or article. 2nd ed. Chicago, III: University of Chicago Press. Available at: 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. 5th ed. Maidenhead: McGraw-Hill Open University Press. Available at:

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

Capstone Writer (no date) Producing the capstone project.

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

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

Hardy, M.A. and Bryman, A. (2009) Handbook of data analysis. London: SAGE. Available at: 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. London: Sage.

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

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

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

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

Sapsford, R.J., Jupp, V., and Open University (2006) Data collection and analysis. 2nd ed. London: SAGE. Available at:

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

Yin, R.K. (no date) Case study research: design and methods. Fifth edition.

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