

MG5510 - Dissertation

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

View Online



Alasuutari, Pertti, et al. 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>.

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

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

Capstone Writer. Producing the Capstone Project.

Collis, Jill, et al. 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>. Electronic resource.

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

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

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

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

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

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

Sapsford, R. J., et al. Data Collection and Analysis. 2nd ed, SAGE, 2006,
<https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=354916>.

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

Yoo, Boonghee, et al. 'An Examination of Selected Marketing Mix Elements and Brand Equity.' Journal of the Academy of Marketing Science, vol. 28, no. 2, 2000,
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2967019&site=ehost-live>.