MG5604 - Social Media

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



Carter, Brian and Levy, Justin R. 2012. Facebook Marketing: Leveraging Facebook's Features for Your Marketing Campaigns / Brian Carter, Justin Levy. 3rd ed. Indianapolis: Que.

Clayson, Mark. 2012. Social Media for Business. S.I: s.n.

Pears, Richard, and Graham J. Shields. 2016. Cite Them Right: The Essential Referencing Guide. Vol. Palgrave study skills. Tenth revised and expanded edition. London: Macmillan Education.

Shah, Rawn. 2010. Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs. Upper Saddle River, NJ: Pearson Education/Prentice Hall.

Solis, Brian. 2012. The End of Business as Usual: Rewire the Way You Work to Succeed in the Consumer Revolution. 1st ed. Hoboken, N.J.: John Wiley & Sons.