

MG5604 - Social Media

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

View Online



```
@book{Carter, Brian_Levy, Justin R._2012, address={Indianapolis}, edition={3rd ed},
title={Facebook marketing: leveraging Facebook's features for your marketing campaigns
/ Brian Carter, Justin Levy}, publisher={Que}, author={Carter, Brian and Levy, Justin R.},
year={2012} }
```

```
@book{Clayson_2012, address={S.l.}, title={Social media for business},
publisher={s.n}, author={Clayson, Mark}, year={2012} }
```

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@book{Pears_Shields_2016, address={London}, edition={Tenth revised and expanded
edition}, title={Cite them right: the essential referencing guide}, volume={Palgrave study
skills}, publisher={Macmillan Education}, author={Pears, Richard and Shields, Graham
J.}, year={2016} }
```

```
@book{Shah, Rawn_2010, address={Upper Saddle River, NJ}, title={Social networking
for business: choosing the right tools and resources to fit your needs}, publisher={Pearson
Education/Prentice Hall}, author={Shah, Rawn}, year={2010} }
```

```
@book{Solis_2012, address={Hoboken, N.J.}, edition={1st ed}, title={The end of
business as usual: rewire the way you work to succeed in the consumer revolution},
url={http://lib.myilibrary.com/browse/open.asp?id=329491&entityid=https://idp.brunel.ac.
uk/entity}, publisher={John Wiley & Sons}, author={Solis, Brian}, year={2012} }
```