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, M. (2012) Social media for business. S.I: s.n.

Pears, R. and Shields, G.J. (2016) Cite them right: the essential referencing guide. 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, B. (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. Available at: http://lib.myilibrary.com/browse/open.asp?id=329491&entityid=https://idp.brunel.ac.uk/entity.