

MG5604 - Social Media

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

View Online



[1]

Carter, Brian and Levy, Justin R., Facebook marketing: leveraging Facebook's features for your marketing campaigns / Brian Carter, Justin Levy, 3rd ed. Indianapolis: Que, 2012.

[2]

M. Clayson, Social media for business. S.l: s.n, 2012.

[3]

Shah, Rawn, Social networking for business: choosing the right tools and resources to fit your needs. Upper Saddle River, NJ: Pearson Education/Prentice Hall, 2010.

[4]

B. Solis, 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, 2012 [Online]. Available: <http://lib.mylibrary.com/browse/open.asp?id=329491&entityid=https://idp.brunel.ac.uk/entity>

[5]

R. Pears and G. J. Shields, Cite them right: the essential referencing guide, Tenth revised and Expanded edition., vol. Palgrave study skills. London: Macmillan Education, 2016.