

MG5604 - Social Media

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

View Online



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. Print.

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

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

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. Print.

Solis, Brian. 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. Web.
<<http://lib.myilibrary.com/browse/open.asp?id=329491&entityid=https://idp.brunel.ac.uk/entity>>.