

## MG5604 - Social Media

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

View Online



- 
1.  
Carter, Brian, Levy, Justin R.: Facebook marketing: leveraging Facebook's features for your marketing campaigns / Brian Carter, Justin Levy. Que, Indianapolis (2012).
  2.  
Clayson, M.: Social media for business. s.n, S.I (2012).
  3.  
Shah, Rawn: Social networking for business: choosing the right tools and resources to fit your needs. Pearson Education/Prentice Hall, Upper Saddle River, NJ (2010).
  4.  
Solis, B.: The end of business as usual: rewire the way you work to succeed in the consumer revolution. John Wiley & Sons, Hoboken, N.J. (2012).
  5.  
Pears, R., Shields, G.J.: Cite them right: the essential referencing guide. Macmillan Education, London (2016).