BEMM771

Research and Consultancy Project



[1]

Bowie, D. et al. 2016. Hospitality Marketing. Routledge.

[2]

Czerniawska, F. 2002. Value-based consulting. Palgrave Macmillan.

[3]

Erickson, G.S. and Edward Elgar Publishing 2017. New methods of market research and analysis. Edward Elgar Pub.

[4]

ESRC National Centre for Research Methods: https://www.ncrm.ac.uk/.

[5]

Kolb, D.A. 2014. Experiential learning: experience as the source of learning and development. Pearson Education Inc.

[6]

Methodspace.com: https://www.methodspace.com/.

Middleton, V.T.C. 2009. Marketing in travel and tourism. Butterworth-Heinemann.

[8]

Saunders, M. et al. 2016. Research methods for business students. Pearson.

[9]

Sturdy, A. 2009. Management consultancy: boundaries and knowledge in action. (2009).

[10]

Wilson, A. 2012. Marketing research: an integrated approach. Pearson.

[11]

Sage methods in the Uni library. Sage Publishing.