BEMM771

Research and Consultancy Project

View Online

Bowie, D., Buttle, F., Brookes, M., & Mariussen, A. (2016). Hospitality Marketing (3rd ed.). Routledge. https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991008564499707446&context=L&vid=44UOEX_INST:default

Czerniawska, F. (2002). Value-based consulting. Palgrave Macmillan. https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991002809419707446&context=L&vid=44UOEX_INST:default

Erickson, G. S. & Edward Elgar Publishing. (2017). New methods of market research and analysis. Edward Elgar Pub. https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991006379509707446&context=L&vid=44UOEX_INST:default

ESRC National Centre for Research Methods. (n.d.). https://www.ncrm.ac.uk/

Kolb, D. A. (2014). Experiential learning: experience as the source of learning and development (Second edition). Pearson Education Inc. https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991001314269707446&context=L&vid=44UOEX_INST:default

Methodspace.com. (n.d.). https://www.methodspace.com/

Middleton, V. T. C. (2009). Marketing in travel and tourism (4th ed). Butterworth-Heinemann. https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991015753489707446&context=L&vid=44UOEX_INST:default

Sage methods in the Uni library. (n.d.). Sage Publishing. https://uoelibrary.idm.oclc.org/login?url=http://methods.sagepub.com/

Saunders, M., Lewis, P., & Thornhill, A. (2016). Research methods for business students (Seventh edition). Pearson. https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991001191799707446&context=L&vid=44UOEX_INST:default

Sturdy, A. (2009). Management consultancy: boundaries and knowledge in action. http://encore.exeter.ac.uk/iii/encore/record/C__Rb2485850?lang=eng

Wilson, A. (2012). Marketing research: an integrated approach (Third edition). Pearson. https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma99100647814970

7446&context=L&vid=44UOEX_INST:default