

# BEMM771

Research and Consultancy Project

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@book{Bowie\_Buttle\_Brookes\_Mariussen\_2016, edition={3rd}, title={Hospitality Marketing},  
url={https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991008564499707446&context=L&vid=44UOEX\_INST:default}, publisher={Routledge},  
author={Bowie, David and Buttle, Francis and Brookes, Maureen and Mariussen, Anastasia}, year={2016} }

@book{Czerniawska\_2002, address={Basingstoke}, title={Value-based consulting},  
url={https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991002809419707446&context=L&vid=44UOEX\_INST:default}, publisher={Palgrave Macmillan},  
author={Czerniawska, Fiona}, year={2002} }

@book{Erickson\_Edward Elgar Publishing\_2017, address={Northampton, MA},  
title={New methods of market research and analysis},  
url={https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991006379509707446&context=L&vid=44UOEX\_INST:default}, publisher={Edward Elgar Pub},  
author={Erickson, G. Scott and Edward Elgar Publishing}, year={2017} }

@book{Kolb\_2014, address={Upper Saddle River, New Jersey}, edition={Second edition}, title={Experiential learning: experience as the source of learning and development},  
url={https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991001314269707446&context=L&vid=44UOEX\_INST:default}, publisher={Pearson Education Inc},  
author={Kolb, David A.}, year={2014} }

@book{Middleton\_2009, address={Oxford}, edition={4th ed}, title={Marketing in travel and tourism},  
url={https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991015753489707446&context=L&vid=44UOEX\_INST:default}, publisher={Butterworth-Heinemann},  
author={Middleton, Victor T. C.}, year={2009} }

@book{Saunders\_Lewis\_Thornhill\_2016, address={Harlow, England}, edition={Seventh edition}, title={Research methods for business students},  
url={https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991001191799707446&context=L&vid=44UOEX\_INST:default}, publisher={Pearson},  
author={Saunders, Mark and Lewis, Philip and Thornhill, Adrian}, year={2016} }

@article{Sturdy\_2009, address={Oxford}, title={Management consultancy: boundaries and knowledge in action},  
url={http://encore.exeter.ac.uk/iii/encore/record/C\_\_Rb2485850?lang=eng},  
publisher={Oxford University Press}, author={Sturdy, Andrew}, year={2009} }

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@book{Wilson_2012, address={Harlow, England}, edition={Third edition},  
title={Marketing research: an integrated approach},  
url={https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma9910064781  
49707446&context=L&vid=44UOEX_INST:default}, publisher={Pearson},  
author={Wilson, Alan}, year={2012} }
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@misc{Sage methods in the Uni library,  
url={https://uoelibrary.idm.oclc.org/login?url=http://methods.sagepub.com/},  
publisher={Sage Publishing} }
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@misc{ESRC National Centre for Research Methods, url={https://www.ncrm.ac.uk/} }
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@misc{Methodspace.com, url={https://www.methodspace.com/} }
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