

BEMM771

Research and Consultancy Project

View Online



1

Wilson A. Marketing research: an integrated approach. Third edition. Harlow, England: : Pearson 2012.

https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991006478149707446&context=L&vid=44UOEX_INST:default

2

Erickson GS, Edward Elgar Publishing. New methods of market research and analysis. Northampton, MA: : Edward Elgar Pub 2017.

https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991006379509707446&context=L&vid=44UOEX_INST:default

3

Middleton VTC. Marketing in travel and tourism. 4th ed. Oxford: : Butterworth-Heinemann 2009.

https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991015753489707446&context=L&vid=44UOEX_INST:default

4

Bowie D, Buttle F, Brookes M, et al. Hospitality Marketing. 3rd ed. Routledge 2016.

https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991008564499707446&context=L&vid=44UOEX_INST:default

5

Saunders M, Lewis P, Thornhill A. Research methods for business students. Seventh edition. Harlow, England: : Pearson 2016.

https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991001191799707446&context=L&vid=44UOEX_INST:default

6

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

7

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

8

Kolb DA. Experiential learning: experience as the source of learning and development. Second edition. Upper Saddle River, New Jersey: : Pearson Education Inc 2014.
https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991001314269707446&context=L&vid=44UOEX_INST:default

9

Sage methods in the Uni library.
<https://uoelibrary.idm.oclc.org/login?url=http://methods.sagepub.com/>

10

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

11

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