## **BEMM771**

## Research and Consultancy Project



1.

Wilson, A.: Marketing research: an integrated approach. Pearson, Harlow, England (2012).

2.

Erickson, G.S., Edward Elgar Publishing: New methods of market research and analysis. Edward Elgar Pub, Northampton, MA (2017).

3.

Middleton, V.T.C.: Marketing in travel and tourism. Butterworth-Heinemann, Oxford (2009).

4.

Bowie, D., Buttle, F., Brookes, M., Mariussen, A.: Hospitality Marketing. Routledge (2016).

5.

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

6.

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

7.
Czerniawska, F.: Value-based consulting. Palgrave Macmillan, Basingstoke (2002).
8.
Kolb, D.A.: Experiential learning: experience as the source of learning and development. Pearson Education Inc, Upper Saddle River, New Jersey (2014).

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/.