

# BEMM771 (Year-2018/2019)

Research and Consultancy Project

View Online



11 items

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## Marketing research (2 items)

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Marketing research: an integrated approach - Alan Wilson, 2012

Book

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New methods of market research and analysis - G. Scott Erickson, Edward Elgar Publishing, 2017

Book

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## Tourism and hospitality marketing (2 items)

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Marketing in travel and tourism - Victor T. C. Middleton, 2009

Book

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Hospitality Marketing - David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen, 2016

Book

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## Research methods (1 items)

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Research methods for business students - Mark Saunders, Philip Lewis, Adrian Thornhill, 2016

Book

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## Consultancy (2 items)

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Management consultancy: boundaries and knowledge in action - Andrew Sturdy, 2009

Article

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Value-based consulting - Fiona Czerniawska, 2002

Book

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## Experiential Learning (for the individual reflective essay) (1 items)

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Experiential learning: experience as the source of learning and development - David A. Kolb, 2014

Book

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## Additional online research methods resources (3 items)

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Sage methods in the Uni library

Audio-visual document

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ESRC National Centre for Research Methods

Website

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Methodspace.com

Website