

MM11520 Management and Marketing Skills

[View Online](#)

-
1.
Swift L, Piff S. Quantitative Methods for Business, Management, and Finance: Louise Swift and Sally Piff. 2nd ed. Palgrave Macmillan; 2005.
 2.
Bazerman MH, Moore DA. Judgment in Managerial Decision Making. eighth edition. Wiley; 2013.
 3.
Cooke S, Slack N. Making Management Decisions. Prentice Hall International; 1984.
 4.
Davis G, Pecar B. Business Statistics Using Excel. Second edition. Oxford University Press; 2013.
 5.
Nutt PC, Wilson DC, ebrary, Inc. Handbook of Decision Making. Wiley; 2010.
<http://site.ebrary.com/lib/aber/Doc?id=10469831>
 6.
Oakshott L. Essential Quantitative Methods for Business, Management and Finance. 5th ed. Palgrave Macmillan; 2012.

7.

Kahraman C, ebrary, Inc. Decision-Making and Management Applications. Vol Journal of Enterprise Information Management. Emerald Group Publishing; 2007.
<http://site.ebrary.com/lib/aber/Doc?id=10172261>

8.

Parker C, Stone B. Developing Management Skills for Leadership. Financial Times Prentice Hall; 2003.
http://bvbr.bib-bvb.de:8991/F?func=service&doc_library=BVB01&doc_number=009887938&line_number=0001&func_code=DB_RECORDS&service_type=MEDIA

9.

Teale M. Management Decision-Making: Towards an Integrated Approach. FT Prentice Hall Financial Times; 2003.

10.

Keller G. Statistics for Management and Economics. 8th ed. South-Western Cengage Learning; 2009.

11.

Curwin J, Slater R, Eadson D. Quantitative Methods for Business Decisions. Seventh edition. Cengage; 2013.