

MM11520 Management and Marketing Skills

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@book{Bazerman_Moore_2013, address={New York}, edition={eighth edition}, title={Judgment in managerial decision making}, publisher={Wiley}, author={Bazerman, Max H. and Moore, Don A.}, year={2013} }

@book{Cooke_Slack_1984, address={London}, title={Making management decisions}, publisher={Prentice Hall International}, author={Cooke, Steve and Slack, Nigel}, year={1984} }

@book{Curwin_Slater_Eadson_2013, address={London}, edition={Seventh edition}, title={Quantitative methods for business decisions}, publisher={Cengage}, author={Curwin, Jon and Slater, Roger and Eadson, David}, year={2013} }

@book{Davis_Pecar_2013, address={Oxford}, edition={Second edition}, title={Business statistics using Excel}, publisher={Oxford University Press}, author={Davis, Glyn and Pecar, Branko}, year={2013} }

@book{Kahraman_ebrary, Inc_2007, address={Bradford, England}, title={Decision-making and management applications}, volume={Journal of Enterprise Information Management}, url={http://site.ebrary.com/lib/aber/Doc?id=10172261}, publisher={Emerald Group Publishing}, author={Kahraman, Cengiz and ebrary, Inc}, year={2007} }

@book{Keller_2009, address={Mason, OH}, edition={8th ed}, title={Statistics for management and economics}, publisher={South-Western Cengage Learning}, author={Keller, Gerald}, year={2009} }

@book{Nutt_Wilson_ebrary, Inc_2010, address={Hoboken, N.J.}, title={Handbook of decision making}, url={http://site.ebrary.com/lib/aber/Doc?id=10469831}, publisher={Wiley}, author={Nutt, Paul C. and Wilson, David C. and ebrary, Inc}, year={2010} }

@book{Oakshott_2012, address={Basingstoke}, edition={5th ed}, title={Essential quantitative methods for business, management and finance}, publisher={Palgrave Macmillan}, author={Oakshott, Les}, year={2012} }

@book{Parker_Stone_2003, address={Harlow, Essex, UK}, title={Developing management skills for leadership}, url={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}, publisher={Financial Times Prentice Hall}, author={Parker, Chris and Stone, Brian}, year={2003} }

@book{Swift_Piff_2005, address={Houndmills, Basingstoke}, edition={2nd ed}, title={Quantitative methods for business, management, and finance: Louise Swift and Sally Piff}, publisher={Palgrave Macmillan}, author={Swift, Louise and Piff, Sally}, year={2005} }

@book{Teale_2003, address={Harlow}, title={Management decision-making: towards an integrated approach}, publisher={FT Prentice Hall Financial Times}, author={Teale, Mark}, year={2003} }