

# MM11520 Management and Marketing Skills

View Online



---

[1]

L. Swift and S. Piff, Quantitative methods for business, management, and finance: Louise Swift and Sally Piff, 2nd ed. Houndmills, Basingstoke: Palgrave Macmillan, 2005.

[2]

M. H. Bazerman and D. A. Moore, Judgment in managerial decision making, Eighth edition. New York: Wiley, 2013.

[3]

S. Cooke and N. Slack, Making management decisions. London: Prentice Hall International, 1984.

[4]

G. Davis and B. Pecar, Business statistics using Excel, Second edition. Oxford: Oxford University Press, 2013.

[5]

P. C. Nutt, D. C. Wilson, and ebrary, Inc, Handbook of decision making. Hoboken, N.J.: Wiley, 2010 [Online]. Available: <http://site.ebrary.com/lib/aber/Doc?id=10469831>

[6]

L. Oakshott, Essential quantitative methods for business, management and finance, 5th ed. Basingstoke: Palgrave Macmillan, 2012.

[7]

C. Kahraman and ebrary, Inc, Decision-making and management applications, vol. Journal of Enterprise Information Management. Bradford, England: Emerald Group Publishing, 2007 [Online]. Available: <http://site.ebrary.com/lib/aber/Doc?id=10172261>

[8]

C. Parker and B. Stone, Developing management skills for leadership. Harlow, Essex, UK: Financial Times Prentice Hall, 2003 [Online]. Available: [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](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]

M. Teale, Management decision-making: towards an integrated approach. Harlow: FT Prentice Hall Financial Times, 2003.

[10]

G. Keller, Statistics for management and economics, 8th ed. Mason, OH: South-Western Cengage Learning, 2009.

[11]

J. Curwin, R. Slater, and D. Eadson, Quantitative methods for business decisions, Seventh edition. London: Cengage, 2013.