

MM11520 Management and Marketing Skills

[View Online](#)

1.

Swift, L. & Piff, S. Quantitative methods for business, management, and finance: Louise Swift and Sally Piff. (Palgrave Macmillan, 2005).

2.

Bazerman, M. H. & Moore, D. A. Judgment in managerial decision making. (Wiley, 2013).

3.

Cooke, S. & Slack, N. Making management decisions. (Prentice Hall International, 1984).

4.

Davis, G. & Pecar, B. Business statistics using Excel. (Oxford University Press, 2013).

5.

Nutt, P. C., Wilson, D. C., & ebrary, Inc. Handbook of decision making. (Wiley, 2010).

6.

Oakshott, L. Essential quantitative methods for business, management and finance. (Palgrave Macmillan, 2012).

7.

Kahraman, C. & ebrary, Inc. Decision-making and management applications. vol. Journal of Enterprise Information Management (Emerald Group Publishing, 2007).

8.

Parker, C. & Stone, B. Developing management skills for leadership. (Financial Times Prentice Hall, 2003).

9.

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

10.

Keller, G. Statistics for management and economics. (South-Western Cengage Learning, 2009).

11.

Curwin, J., Slater, R. & Eadson, D. Quantitative methods for business decisions. (Cengage, 2013).