

304IAE Enterprise Research Project

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4 items

304IAE Enterprise Research Project (4 items)

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Essential reading (2 items)

Research methods for business students, by M. N. K. Saunders; Philip Lewis; Adrian Thornhill, 2023

[Book](#) | Essential

The study skills handbook, by Stella Cottrell, 2013

[Book](#) | Essential

Recommended reading (2 items)

Business research methods, by Christina Quinlan; Barry J. Babin; Jon C. Carr; Mitch Griffin; William G. Zikmund, 2019

[Book](#) | Recommended

The Financial Times guide to business start up 2015: the most comprehensive annually updated guide for entrepreneurs, by Sara Williams; Financial Times Limited, 2014

[Book](#) | Recommended