307IAE Business Relationship Management



Buttle F and Maklan S, Customer Relationship Management: Concepts and Technologies (Third edition, Routledge, Taylor & Francis 2015)

Carbery R and Cross C (eds), Human Resource Development: A Concise Introduction (Palgrave 2015) <https://ebookcentral.proquest.com/lib/coventry/detail.action?docID=4762925>