



Literature for STAR04, Quantitative Research Methods applies from spring semester 2019

Literature established by The Board of the Department of Statistics on 2018-10-15 to apply from 2019-01-21

Obligatorisk/Requested

Burns, R. B. & Burns, R. A. (2008). *Business research methods and statistics using SPSS*. SAGE.

ISBN: 9781412945301

Easterby-Smith, M., Thorpe, R. & Jackson, P. (2015). *Management and business research*. (5. ed.). SAGE.

ISBN: 9781446296585

Article(s) decided by the lecturer

Rekommenderad/Recommended

Malhotra, N. K. (2010). *Marketing research: an applied orientation*. (6. ed.). Pearson Education. (Chap. 3)

ISBN: 9780136094234