

## BA(Hons) Business Entrepreneurship - Business resources

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@book{Atrill\_McLaney\_2011a, address={Harlow}, edition={6th edition}, title={Financial Accounting for Decision Makers}, publisher={Financial Times/ Prentice Hall}, author={Atrill, P and McLaney, E}, year={2011} }

@book{Atrill\_McLaney\_2011b, address={Harlow}, edition={6th edition}, title={Financial Accounting for Decision Makers}, publisher={Financial Times/ Prentice Hall}, author={Atrill, P and McLaney, E}, year={2011} }

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@book{Atrill, Peter\_McLaney, E. J.\_2013, address={Harlow}, edition={8th ed}, title={Accounting and finance for non-specialists}, publisher={Financial Times/Prentice Hall}, author={Atrill, Peter and McLaney, E. J.}, year={2013} }

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edition={7th ed}, title={The business plan workbook}, publisher={Kogan Page},  
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Autobiography}, publisher={Ebury Press}, author={Branson, Richard}, year={2009} }

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Publishing}, author={Branson, Richard and Mulraney, Adrian}, year={2013} }

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edition}, title={Understanding Enterprise, Entrepreneurship and Small Business},  
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how design thinking transforms organizations and inspires innovation}, publisher={Harper  
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author={Burke, Rory and Burke, Rory}, year={2006} }

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@book{Carter\_Jones-Evans\_2012, address={Harlow}, edition={3rd Revised edition}, title={Enterprise and Small Business: Principles, Practice and Policy}, publisher={Pearson Education Limited}, author={Carter, Sara and Jones-Evans, Dylan}, year={2012} }

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l}, year={2012} }

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@book{keller\_2014a, address={New Jersey}, edition={4th edition}, title={Best Practice Cases in Branding, Strategic Brand Management}, publisher={Pearson Higher Education}, author={keller, K}, year={2014} }

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@book{Kelley\_Littman\_2004, address={London}, title={The art of innovation: lessons in creativity from IDEO, America's leading design firm}, publisher={Profile Books}, author={Kelley, Tom and Littman, Jonathan}, year={2004} }

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