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Books prescribed:

1. [Social Science Research : Principles, Methods and Practices](#)
2. [Statistics for Business and Economics by Newbold, Carlson, Thorne](#) 2013, 8 ed (Full book around 800pages)
3. How to Design, Implement and Analyse a Survey by Anthony Arundel (Around 160pages)
4. [Services Marketing People Technology Strategy](#) , 9th edition by Wirtz and Lovelock

Lectures

1. [Qualitative Data Analysis and its applications](#) by Prof. Chavi Fletcher Chen