

## Reading list quarter 1

<b>Business Statistics</b>					
<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>Edition</b>	<b>ISBN</b>
<i>Discovering statistics using R</i>	Andy Field, Jeremy Miles, Zoë Field	SAGE	2012/2013		978-1-4462-0045-2/978-4462-0046-9

<b>Other study materials</b>		
<b>Title</b>	<b>Author(s)</b>	<b>Where to find this material?</b>
<i>R for Marketing Research and Analytics</i>	Chris Chapman and Elea McDonell Feit	bib.hva.nl -> databanken -> Type: e-books -> eBook Collection (EBSCOhost) -> search by title. Please make sure to login using your AUAS-ID.

<b>Digital Business Fundamentals</b>					
<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>Edition</b>	<b>ISBN</b>
The Strategic Management of Information Systems: Building a Digital Strategy	Joe Peppard and John Ward	Wiley	2016	4th	978-1-119-21547-9

<b>General (all lecturers)</b>					
<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>Edition</b>	<b>ISBN</b>
Skill sheets: an integrated approach to research, study and management	Rob van Tulder	Pearson		3	ISBN 978-90-430-3350-3