

FMB

BA3a

Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

- You will find everything you need by searching the catalogue via the [Library webpages](#).
- For more information on how to search the catalogue [watch this short video](#)

The nature of your self-initiated project and individual Research Report will determine the reference material for this unit. At the start of the unit you will work with guidance from your tutor on the sourcing of appropriate reference materials to help you get underway with this work. Below are books you may find useful, and further information will be posted on VLE. However, you will also be expected to be more self-directional and take responsibility for sourcing the bulk of your research materials

Required:

Granger, M.M., Sterling, T.M. and Cantrell, A. (2019) *Fashion entrepreneurship: retail business planning*. New York: Fairchild Books.

Read chapter 1: [Becoming a fashion retail entrepreneur](#)

Swanson, K.K and Everett, J.C. (2008) *Writing for fashion business*. New York: Fairchild Books.

Read chapter [Scholarly writing](#)

Recommended:

- [Business of Fashion](#)
- [Drapers](#)
- [PR Week](#)

Website: <https://library.norwichuni.ac.uk>

Email: library@norwichuni.ac.uk

Course guides: <https://library.norwichuni.ac.uk/course-guides>