



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Marketing research: online research applications

	Author	Burns, Alvin C. (Author) Bush, Ronald F. (Author)
	Publication Data	Upper Saddle River, New Jersey: Prentice Hall, 2003
	Edition	4th ed.
	Physical Description	XXXI, 642p + CD-ROM
	Subject Area	Management
	Subject Headings	MARKETING RESEARCH
	Call Number	658.83 BUR
	Philadelphia University Library 2011	