

ONLINE CATALOGUE

Positioning: the battle for your mind

		Ries,Al. (Author)
		Trout,Jack (Author)
	Publication Data	New York: McGraw - Hill, 2000
	Edition	20th anniversary ed.
	Physical Description	XII 246n
	Description	
	Subject Area	Management
	Subject Headings	POSITIONING (ADVERTISING)
	Call Number	659.1 RIE
Philadelphia University Library 2011		