

PHILADELPHIA UNIVERSITY LIBRARY

Online Catalogue

Brand warfare: 10 rules for building the killer brand: lessons for new and old economy players



Author D'Alessandro, David F. (Author)
Owens, Michele (Author)

Publication Data New York: McGraw - Hill, 2001

Physical Description XVIII, 185p

Subject Area Management

Subject Headings BRAND NAME PRODUCTS PRODUCT

MANAGEMENT

Call Number 658.827 DAL

Philadelphia University Library 2011