

## ONLINE CATALOGUE

## **MARKETING MANAGEMENT: Strategy and Cases**

	Author	Dalrymple,Douglas J.
		Parsons, Leonard J.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	Edition	
	Physical Description	958p
	Series Data	Wiley series in management;
	Notes	Includes bibliographies and index
	Subject Area	Management
		MarketingManagement MarketingManagementCase studies
	Call Number	658.8 DAL
Philadelphia University Library 2011		