



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Analysis for marketing planning

	Author	Lehmann,Donald R. (Author) Winer,Russell S. (Author)
	Publication Data	Boston: McGraw-Hill/ Irwin, 2002
	Edition	5th ed.
	Physical Description	XII, 256p.
	Series Data	The McGraw - Hill/ Irwin series in marketing;
	ISBN	0-07-027547-5
	Subject Area	Management
	Subject Headings	MARKETING -- UNITED STATES -- MANAGEMENT
	Call Number	658.802 LEH

Philadelphia University Library 2011