




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Management information for marketing decisions: 2001-2002

	Author	Axelby, Graham L.
	Publication Data	Oxford: Butterworth Heinemann, 2001
	Physical Description	X, 214p
	Series Data	The Chartered Institute of Marketing/Butterworth-Heinemann marketing series;
	Subject Area	Management
	Subject Headings	marketing -- Management Marketing research Decision making
	Call Number	658.8 AXE

Philadelphia University Library 2011