



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Inside-out marketing: how to create an internal marketing strategy



Author	Dunmore, Michael (Author)
Publication Data	London: Kogan Page, 2002
Physical Description	VIII, 264p
ISBN	0-7494-3663-8
Subject Area	Management
Subject Headings	MARKETING -- MANAGEMENT PERSONNEL MANAGEMENT
Call Number	658.8 DUN

Philadelphia University Library 2011