

PHILADELPHIA UNIVERSITY LIBRARY

Online Catalogue

The business marketing course: managing in complex networks



Author Ford, David ([et al.])

Publication Data Chichester: John Wiley and Sons, Ltd, 2002

Physical XV, 238p

Description

ISBN 0-471-87722-0

Subject Area Management

Subject Headings MARKETING MARKETING -- MANAGEMENT

BUSINESS NETWORKS -- MANAGEMENT

Call Number 658.8 BUS

Philadelphia University Library 2011