

## PHILADELPHIA UNIVERSITY LIBRARY

## Online Catalogue

## Professional 's guide to target marketing: how to gain profitable new business



Author Cottle,David W. (Author)

Publication Data San Deigo: Harcourt Professional pUBLISHING, 2000

Physical Description ISBN 0-15-607051-0

Subject Area Management

**Subject Headings TARGET MARKETING SMALL BUSINESS --**

**MANAGEMENT** 

Call Number 658.804 COT

Philadelphia University Library 2011