



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases and problems in marketing research

	<b>Author</b>	Cupta,S. L. (ed.)
	<b>Publication Data</b>	Mumbai: Himalaya publishing house, 2002
	<b>Physical Description</b>	117p
	<b>ISBN</b>	81-7866-414-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING RESEARCH MARKETING RESEARCH -- CASE STUDIES
	<b>Call Number</b>	658.83 CAS
Philadelphia University Library 2011		