




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Advertising, promotion, and supplemental aspects of integrated marketing communications

	Author	Shimp, Terence A. (Author)
	Publication Data	Mason, Ohio: South-Western, 2003
	Edition	6th ed.
	Physical Description	xxi, 650 p.
	ISBN	0-03-035271-1
	Subject Area	Management
	Subject Headings	Communication in marketing Sales promotion Advertising Direct marketing
	Call Number	658.82 SHI
Philadelphia University Library 2011		