




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising, promotion, and new media

	<b>Author</b>	Stafford, Marla R. (ed.) Faber, Ronald J. (ed.)
	<b>Responsibility Data</b>	edited by Marla R. Stafford, Ronald J. Faber
	<b>Publication Data</b>	New Delhi: Prentice Hall of India, 2005
	<b>Physical Description</b>	xii, 380 p.
	<b>ISBN</b>	81-203-2739-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet advertising Advertising Interactive multimedia Interactive marketing
	<b>Call Number</b>	659.13 ADV

Philadelphia University Library 2011