




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research: an applied orientation

	<b>Author</b>	Malhotra, Naresh K. (Author)
	<b>Responsibility Data</b>	Naresh K. Malhotra
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2007
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxx, 811 p. + CD-ROM
	<b>ISBN</b>	0-13-222117-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research Marketing research -- Methodology
	<b>Call Number</b>	658.83 MAL
Philadelphia University Library 2011		