




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Foundations of marketing

	Author	Jobber,David (Author) Fahy,John (Author)
	Responsibility Data	David Jobber and John Fahy
	Publication Data	London: McGraw Hill, 2006
	Edition	2nd ed.
	Physical Description	xxiii, 376 p.
	ISBN	0-07-710918-X
	Subject Area	Management
	Subject Headings	Marketing
Call Number	658.8 JOB	
Philadelphia University Library 2011		