




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

The practice of marketing

	Author	Runyon, Kenneth E. (Author)
	Responsibility Data	Kenneth E. Runyon
	Publication Data	Columbos, Ohio: Charles E. Merrill Publishing Company, 1982
	Physical Description	xi, 616 p.
	ISBN	0-615-09886-6
	Subject Area	Management
	Subject Headings	Marketing
	Call Number	658.8 RUN

Philadelphia University Library 2011