




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global marketing

	<b>Author</b>	Gillespie,Kate (Author) Jeannet,Jean-Pierre (Author) Hennessey,H. David (Author)
	<b>Responsibility Data</b>	Kate Gillespie, Jean-Pierre Jeannett, H. David Hennessey
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2007
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xviii, 619 p.
	<b>ISBN</b>	0-618-65953-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing Export marketing -- Management
<b>Call Number</b>	658.848 GIL	
Philadelphia University Library 2011		