



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Relationship selling and sales management

	Author	Johnston,Mark W. (Author) Marshall,Greg W. (Author)
	Responsibility Data	Mark W. Johnston, Greg W. Marshall
	Publication Data	Boston: McGraw-Hill/ Irwin, 2005
	Physical Description	xxiv, 451 p. + CD-ROM
	Series Data	McGraw-Hill / Irwin series in marketing;
	ISBN	0-07-289296-X
	Subject Area	Management
	Subject Headings	Selling Relationship marketing Customer relations
	Call Number	658.85 JOH
Philadelphia University Library 2011		