




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

The marketing plan handbook

	Author	Wood, Marian Burk (Author)
	Responsibility Data	Marian Burk Wood
	Publication Data	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2005
	Edition	2nd ed.
	Physical Description	xv, 200 p. + CD-ROM
	ISBN	0-13-196866-1
	Subject Area	Management
	Subject Headings	Marketing -- Management -- Handbooks, manuals, etc.
Call Number	658.802 WOO	
Philadelphia University Library 2011		