



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Modern marketing management

	Author	Davar,Rustom Davar,Sohrab R. Davar,Nuslir
	Publication Data	New Delhi: Universal book stall, 1992
	Edition	7th ed
	Physical Description	XXV, 694p
	Subject Area	Management
	Subject Headings	Marketing--Management
	Call Number	658.8 DAV
Philadelphia University Library 2011		