



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING

	<b>Author</b>	<b>Zikmund, William D'Amico, Michael</b>
	<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1989</b>
	<b>Edition</b>	<b>3rd.ed.</b>
	<b>Physical Description</b>	<b>694p</b>
	<b>Notes</b>	<b>Includes bibliographies and index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing</b>
	<b>Call Number</b>	<b>658.8 ZIK</b>
<b>Philadelphia University Library 2011</b>		