



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

MARKETING RESEARCH: An Applied Approach

	Author	Kinnear, Thomas C. Taylor, James R.
	Publication Data	Auckland: McGraw-Hill, 1983
	Edition	2nd.ed.
	Physical Description	698p
	Series Data	McGraw-Hill series in marketing;
	Notes	Includes bibliographies and indexes
	Subject Area	Management
	Subject Headings	Taylor, James, R (James Ronald), date
	Call Number	658.83 KIN