




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING

	<b>Author</b>	Evans,Joel R. Berman,Barry
	<b>Publication Data</b>	New York: MaCmillan, 1990
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	780p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 EVA
Philadelphia University Library 2011		