




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

The fundamentals of advertising

	Author	Wilmshurst, John
	Publication Data	Oxford: Butterworth Heinemann, 1985
	Physical Description	XIV, 267p
	Series Data	The Chartered Institute of Marketing Series: Student;
	Subject Area	Management
	Subject Headings	Advertising
	Call Number	659.1 WIL

Philadelphia University Library 2011