




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

e-Marketing strategies: the how and whys of driving sales through e-commerce-sell any thing, any where any way, any time at any price

	Author	Fiore, Frank
	Publication Data	Indianapolis, Indiana: Que, 2001
	Physical Description	XI, 310p
	Subject Area	Management
	Subject Headings	Internet marketing Electronic commerce
	Call Number	658.8002854678 FIO

Philadelphia University Library 2011