




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

SALES MANAGEMENT: Concepts and Cases

	Author	Dalrymple, Douglas J.
	Publication Data	New York: John Wiley & Sons, 1988
	Edition	3rd.ed.
	Physical Description	681p
	Notes	Includes index
	Subject Area	Management
	Subject Headings	Sales management Sales management-Case studies
	Call Number	658.81 DAL
	Philadelphia University Library 2011	