




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising and promotion: an integrated marketing communications perspective

	<b>Author</b>	Belch,George E. (Author) Belch,Michael A. (Author)
	<b>Responsibility Data</b>	George E. Belch and Michael A. Belch
	<b>Publication Data</b>	Boston: McGaw - Hill/ Irwin, 2001
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xx, 759 p.
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Sales promotion Communication in marketing
	<b>Call Number</b>	659.1 BEL

Philadelphia University Library 2011