




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Advertising management

| | | |
|--|--------------------------------------|---|
|  | Author | Batra,Rajeev Myers,John G. Aaker,David A. |
| | Publication Data | New Delhi: Prentice - Hall, 1999 |
| | Edition | 5th ed. |
| | Physical Description | XIII, 754p |
| | Subject Area | Management |
| | Subject Headings | Advertising -- Management |
| | Call Number | 659.1 BAT |
| | Philadelphia University Library 2011 | |