

PHILADELPHIA UNIVERSITY LIBRARY

Online Catalogue

Principles of marketing



Author Kotler, Philip Armstrong, Gary

Publication Data Upper Saddle River, New Jersey: Prentice - Hall, 2001

Edition 9th ed.

Physical Description XV, [840]p in various pagings + CD-ROM

Subject Area Management

Subject Headings Marketing

Call Number 658.8 KOT

Philadelphia University Library 201