




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of marketing

	<b>Author</b>	Kotler, Philip Armstrong, Gary
	<b>Publication Data</b>	London: Prentice - Hall International, Inc., 1999
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XVIII, 118p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 KOT
Philadelphia University Library 2011		