




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Cases in strategic marketing

	Author	Rosenthal,David Brown,Lew G.
	Publication Data	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	Physical Description	XIII, 610p
	Subject Area	Management
	Subject Headings	Marketing -- Decision making -- Case studies Marketing - - Management -- Case studies
	Call Number	658.802 ROS
Philadelphia University Library 2011		