




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Consumer behavior building marketing strategy

	Author	Hawkins,Del I. Best,Roger J. Coney,Kenneth A.
	Publication Data	Boston: Irwin/ McGraw-Hill, 2000
	Edition	8th. ed
	Physical Description	XXIV, 775p + disk
	Subject Area	Management
	Subject Headings	Consumer behavior -- United States Market survey -- United States Consumer behavior -- United States -- Case studies
	Call Number	658.83420973 HAW