




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

MARKETING YOUR SERVICES: A Step-by-Step Guide for Small Businesses and Professionals

	Author	Putman,Anthony O.
	Publication Data	New York: John Wiley & Sons, 1990
	Physical Description	246p
	Notes	Includes bibliographies and index
	Subject Area	Management
	Subject Headings	Service industries--United States--Marketing Small business--United States--Marketing Professions--United States--Marketing
	Call Number	658.8 PUT
Philadelphia University Library 2011		