

## PHILADELPHIA UNIVERSITY LIBRARY

## Online Catalogue

## Cybermarketing: how to use the internet to market your goods and services



Author Bickerton, Pauline Bickerton, Matthew Pardesi, Upkar

Publication Data Oxford: Butterworth-Heinemann, 2000

Edition 2nd ed.

Physical Description XVI, 355p

Series Data CIM professional;

Subject Area Management

**Subject Headings** Internet marketing

Call Number 658.84 BIC

Philadelphia University Library 2011