



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Internal marketing: tools and concepts for customer-focused management

	Author	Ahmed,Pervaiz K. (Author) Rafiq,Mohammed (Author)
	Publication Data	Oxford: Butterworth Heinemann, 2002
	Physical Description	X, 299p X, 299p
	Series Data	The Chartered Institute of Marketing series;
	ISBN	0-7506-4838-4
	Subject Area	Management
	Subject Headings	Marketing -- Management Marketing -- Management -- Case studies Organizational effectiveness Organizational effectiveness -- Case studies
	Call Number	658.802 AHM