



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Basic marketing research: applications to contemporary issues



Author	Malhotra, Naresh K.
Publication Data	Upper Saddle River, New Jersey: Prentice Hall, 2002
Physical Description	XXXIII, 685p + CD-ROM
Subject Area	Management
Subject Headings	Marketing research
Call Number	658.83 MAL

Philadelphia University Library 2011