

Marketing Classics: A Selection Of Influential Articles

by Ben M Enis; Keith Kohn Cox; Michael P Mokwa

SUMMARY. This 25th-anniversary-edition of Marketing Classics represents a culmination of the most important articles published in the field. Each article has Marketing classics : a selection of influential articles. Language: English. Edition: 6th ed. Imprint: Boston : Allyn and Bacon, c1988. Physical description: xii, 544 p Marketing classics : a selection of influential articles (Book, 1985 . A Twenty-First Century Guide to Aldersonian Marketing Thought - Google Books Result Instructors manual to accompany Marketing classics : a selection of . Purpose of the Course: Conceptual Foundations of Marketing is designed to . are found in Marketing Classics: A Selection of Influential Articles, Eighth Edition, Marketing classics: A selection of influential articles - PaperBackSwap Aug 3, 1994 . This 25th-anniversary-edition of Marketing Classics represents a culmination of the most important articles published in the field. Each article Marketing Classics : A Selection of Influential Articles 7TH EDITION . Get this from a library! Marketing classics : a selection of influential articles. [Ben M Enis; Keith Kohn Cox;] Marketing classics: A selection of influential articles: Allyn and .

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