

1. Record Nr.	UNINA9910223665203321
Titolo	Multichannel merchant
Pubbl/distr/stampa	Overland Park, KS, : Primedia Business Magazines & Media, ©2005- <Apr. 2007-> ; ; New York, NY, : Penton Media <2013-> ; ; Rockville, Md., : Access Intelligence, LLC
Descrizione fisica	1 online resource
Disciplina	380
Soggetti	Marketing Information storage and retrieval systems - Retail trade Commercial catalogs Advertising, Direct-mail Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Title from caption. Published: New York, NY : Penton Media, <Apr. 2007-> "Serving catalog, online, retail and B-to-B Merchants." Vol. 1, no. 1 (May 2005) is a special issue published annually (Buyers' guide to direct marketing).