

1. Record Nr.	UNINA9910263950603321
Titolo	Journal of marketing for higher education
Pubbl/distr/stampa	Binghamton, N.Y., : Haworth Press [Abingdon] : , : Taylor & Francis Group
ISSN	1540-7144
Descrizione fisica	1 online resource (volumes)
Disciplina	378
Soggetti	Education, Higher - United States - Marketing College publicity - United States College students - Recruiting - United States Universites - Publicite - Etats-Unis Etudiants - Recrutement - Etats-Unis College publicity College students - Recruiting Education, Higher - Marketing Periodicals. United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed