

1. Record Nr.	UNINA9910454150103321
Titolo	Review of marketing research . Volume 5 [[electronic resource] /] / edited by Naresh K. Malhotra
Pubbl/distr/stampa	Armonk, N.Y., : M. E. Sharpe, 2009
ISBN	1-351-55090-X 1-351-55089-6 1-315-08870-3 1-315-08874-6 1-282-11961-3 9786612119613 0-85724-727-1 0-7656-2126-6
Descrizione fisica	1 online resource (215 p.)
Collana	Review of marketing research ; ; 5
Altri autori (Persone)	MalhotraNaresh K
Disciplina	658.8 658.834
Soggetti	Marketing research Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	The Review of Marketing Research annual series provides current, state-of-the-art articles by the marketing field's leading researchers and academicians. In contrast to other research publications in the field that impose rigid limitations on the length