

1. Record Nr.	UNINA9910679258903321
Autore	Kermally Sultan
Titolo	Gurus on Marketing
Pubbl/distr/stampa	London : , : Thorogood Publishing, , 2003 ©2003
ISBN	1-280-17385-8 9786610173853
Descrizione fisica	1 online resource (176 pages)
Collana	Gurus on--
Disciplina	658.8
Soggetti	Marketing - Management Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen.
Nota di bibliografia	Includes bibliography.
Sommario/riassunto	This is a one-stop guide to the world's most influential writers on marketing. It summarises all the key concepts, theories and frameworks as well as the contribution of most of the world's leading experts.