

1. Record Nr.	UNISA996201324103316
Titolo	The marketing bulletin
Pubbl/distr/stampa	Palmerston North, N.Z. : , : Department of Marketing, Massey University, , 1990-
Descrizione fisica	1 online resource
Disciplina	658.8005
Soggetti	Marketing research Marketing research - New Zealand Marketing Marketing - New Zealand Marketing - Recherche Marketing - Recherche - Nouvelle-Zélande Marketing - Nouvelle-Zélande Periodical periodicals. Periodicals. Périodiques. New Zealand
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Archived by the National Library of New Zealand. Hypertext links contained in the archived instances of this title are non-functional.
Sommario/riassunto	Marketing Bulletin is a refereed journal, published by the Massey University Department of Marketing, that provides a forum for disseminating ideas and information relating to the theory and practice of marketing and marketing research. Full text of individual articles is available in PDF format.