

1. Record Nr.	UNISA996202306603316
Titolo	Bank marketing : publication of the Bank Marketing Association
Pubbl/distr/stampa	[Chicago, Ill.], : The Association, -c2001
Descrizione fisica	1 online resource
Disciplina	332.1/068/8
Soggetti	Bank marketing - United States Bank management - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Each year Feb. issue is called also: Directory of bank marketing services; and July issue is called also: Directory of financial marketing services. Issues for <Sept. 1992>-2001 published in Washington, DC.