

1. Record Nr.	UNISA996205646903316
Titolo	MIN's b-to-b
Pubbl/distr/stampa	Potomac, MD, : Phillips Business Information Potomac, MD : , : Phillips Business Information, , 1998
Descrizione fisica	1 online resource
Disciplina	659.13205
Soggetti	Advertising Mass media - Economic aspects - United States Mass media - Economic aspects Periodicals. United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Sommario/riassunto	"Min's b2b delivers the insider perspective on business-to-business publishing, covering strategic concerns of the b-to-b publishing executives. min's b2b tracks key industry players and reports the inside story on recent mergers, acquisitions and deals, IPOs, brand extension strategies, online publishing ... and more. Plus, min's b2b features the exclusive Advertising Boxscores, with ad page counts for the top 10 "mega categories" in b-to-b publishing. 48 weekly issues per year."-- Publisher's website (Feb. 15, 2011).