| Record Nr.              | UNISA996211175303316   |
|-------------------------|--|
| Titolo                  | Fundamentals of business marketing research : a guide for university-<br>level faculty and policymakers / / [edited by] David A. Reid, Richard E.<br>Plank   |
| Pubbl/distr/stampa      | New York, : Best Business Books, : Routledge, 2004   |
| ISBN                    | 1-00-306383-7<br>1-000-15682-6<br>1-003-06383-7<br>1-000-11201-2<br>0-7890-3314-3  |
| Descrizione fisica      | 1 online resource (309 p.)   |
| Collana                 | Foundation Series in Business Marketing  |
| Disciplina              | 658.834  |
| Soggetti                | Industrial marketing - Research  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Includes index.  |
| Nota di contenuto       | Pre-publication REVIEWS, COMMENTARIES, EVALUATIONS; BEST<br>BUSINESS BOOKS; Copyright & Publication Information; Table of<br>Contents; ABOUT THE AUTHORS; CONTRIBUTORS; Series Preface;<br>Introduction; Business Marketing Comes of Age: A Comprehensive<br>Review of the Literature; A Commentary on Business Marketing: A<br>Twenty-Year Review and an Invitationm for Continued Dialogue;<br>Commentary: Thoughts on the Future of Business Marketing;<br>Sensemaking About Business-to-Business Strategies and Relationships:<br>A Commentary on Reid and Plank's Review; Reply to the Commentaries:<br>Business Marketing Comes of Age<br>Book Review: Cabell's Directory of Publishing Opportunities in |
|                         | MarketingIndex   |

1.