

# S. J. McKee Archives



## Marketing insights : selected readings

<http://archives.brandonu.ca/en/permalink/specialcollections297>

|                       |                                           |
|-----------------------|-------------------------------------------|
| Part Of:              | RG 4 Manitoba Pool Elevator fonds         |
| Collection:           | Manitoba Pool Elevator Library Collection |
| Creator:              | Andersen, R Clifton<br>Cateora, Philip R  |
| Description Level:    | Item                                      |
| Item Number:          | Archives 14-14-6                          |
| Item Number Range:    | Archives 14-14-6                          |
| Responsibility:       | R. Clifton Andersen and Philip R. Cateora |
| Start Date:           | 1968                                      |
| Date Range:           | 1968                                      |
| Publication:          | New York : Appleton-Century-Crofts        |
| Physical Description: | xiii, 482 p. : ill                        |
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