

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 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
Notes:	Bibliographical footnotes
Subject Access:	Marketing
Storage Location:	Box 14-Discards II
Storage Range:	Box 14-Discards II