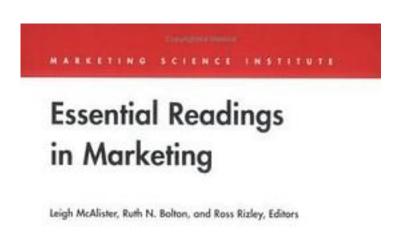
## Essential Readings in Marketing





Copyrighted Material

## Essential Readings in Marketing\_下载链接1\_

著者:McAlister, Ruth N. Bolton

出版者:Marketing Science Institute

出版时间:2006-04-27

装帧:Paperback

isbn:9780965711456

Includes abstracts of over 200 award-winning papers in marketing, organized by research topic, with chapter introductions by the editors. Edited by Leigh McAlister, University of Texas at Austin, Ruth N. Bolton, Arizona State University, and Ross Rizley, MSI.

"Essential Readings in Marketing is an excellent and much-needed source of award-winning research in marketing for doctoral students, scholars, and business libraries. McAlister, Bolton, and Rizley have provided a valuable service to the academic marketing profession by organizing the research abstracts into different topical areas and providing an overview of each topic."
—V. "Seenu" Srinivasan, Adams Distinguished Professor of Management, Stanford University Graduate School of Business
作者介绍:
目录:
Essential Readings in Marketing 下载链接1_
标签
科普
市场研究
Marketing
Academic
评论

Essential Reading	gs in Marketin	g_下载链接1_

书评

------Essential Readings in Marketing\_下载链接1\_