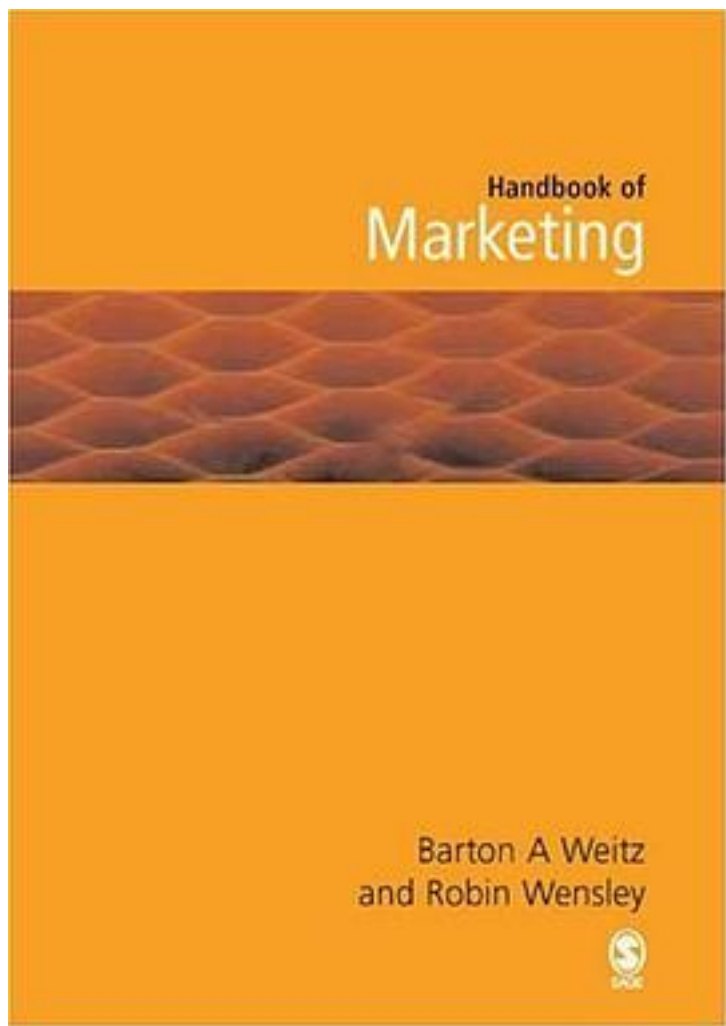


Handbook of Marketing



[Handbook of Marketing_ 下载链接1](#)

著者:Weitz, Barton A. (EDT)/ Wensley, Robin (EDT)

出版者:Sage Publications Ltd

出版时间:2006-08-11

装帧:Paperback

isbn:9781412921206

Now available for review in the NEW Paperback Edition!

1-4129-2120-1

"This book is ideally suited for doctoral students . . . all chapters offer well-developed summaries of research in the particular field and guidance on future research."
--CHOICE</p>

The Handbook of Marketing presents a major retrospective and prospective overview of the field of marketing, and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change.</p>

The Handbook frames, assesses and synthesizes the work in the field and helps to define and shape its current and future development. It includes contributions from leading scholars in the field, and the input of an international and extremely distinguished advisory board of marketing academics.</p>

The Handbook of Marketing will be invaluable to advanced undergraduates, graduate students and academics in marketing. </p>

作者介绍:

目录:

[Handbook of Marketing_ 下载链接1_](#)

标签

营销

科普

评论

[Handbook of Marketing_ 下载链接1_](#)

[Handbook of Marketing_下载链接1](#)