

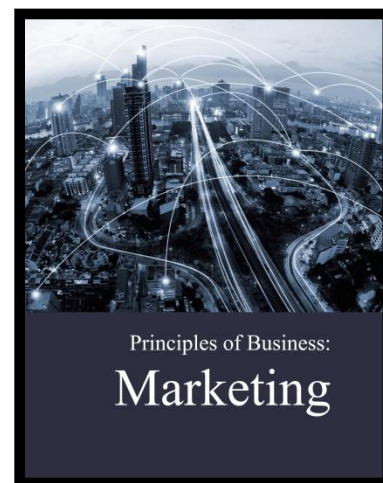
Principles of Business: Marketing

Reviews

In this series, Principles of Business, the publishers' intent is to provide a "comprehensive introduction" to each topic. Scholars and experts in business contribute signed articles on each topic. In this volume, sixteen contributors wrote the seventy articles. These experts are professionals in the field and hold academic degrees. Each article includes an abstract, an overview of main concepts, a discussion of the topic with issues, and a bibliography. Some of them include applications; some of them include viewpoints or issues. Most articles run four to six pages...

Organized by title in an A-Z fashion, users can check the table of contents or index to find particular subject terms. **Highly recommended for public libraries and academic libraries serving undergraduates.**

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